- 8. Leadership in project management design and development
- 9. Submit to IRB and any other approval agencies required by clinical/project site
- 10. Write a formal proposal development
- 11. How to prepare for an oral proposal defense

# **REQUIRED TEXTS:**

Moran, K., Conrad, D., Burson, R. (2017). The doctor of nursing practice scholarly project: A framework for success (2nd ed.). Burlington MA: Jones & Bartlett

Additional resources, readings and websites provided for each DNP seminar content module.

#### **EVALUATION:**

1. Completion of CITI Training	(1)	S/U
2. Submission to IRB	(1, 2, 3)	S/U
3. Written proposal defense	(1, 2, 3)	S/U
4. Project proposal defense	(1,4)	S/U
5. Completion of 100 clinical hou	urs/project work	S/U
6. Seminar Modules Participation	1 (1-4)	S/U

# **COURSE DELIVERY METHODS:**

Synchronous and asynchronous online lectures; wikis, blogs, readings, audiovisuals, case studies, exposure to experts, media, electronic sources, and committee forums.

	osta State University Curriculum Form  quest for a REVISED COURSE  Date of Submission:  02/25/2019				02/25/2019		
*Course/curriculum revisions originate with o faculty member or curriculum committee in the Academic Program.							
College:	Coll	College of Nursing and Health Sciences			Dept	. Initiating Request:	NURSING
Requestor's Name:	Dr. Lakesha Williams			R	equestor's Role:	Faculty	
CURRENT: (list only items to be changed)  REQUESTE			: (list o	nly items to	be changed)		
Course Prefix and Number:	NU	RS 8317		Course and Nu	the later tracer constant	NURS 8317	
Course Title:	Org	ganizational Policy and Practi	ce	Course	Title:	Organizati	onal Policy and Practice
Lecture Hours:	3			Lecture	Hours:	3	
Lab/Contact Hours:	0			Lab/Contact	Hours:	0	
Credit Hours:	3			Credit	Hours:	3	
Pre-requisites:	Adı	mission to <i>eDNP</i> Program		Pre-requ	isites:	Admission	to <u>DNP</u> Program
CURRENT Course I	Descr	ription:		NEW Cours	e Descr	iption: (hove	er over <u>for instructions</u> )
organizational le	vels. politi	re delivery at multiple The course focuses on evalu ical and economic conditions delivery of quality care.					
Program Level:		Course Classification:	Seme	ster to be tive:	Year Effec		Estimated Frequency of Course Offering:
☐ Undergradua ☑ Graduate	te	☐ Core (Area A-E) ☑ Major Requirement ☐ Elective		Fall		Annually	
Justification: (sele	ct on	e or more of the following and	provide	appropriate	narrati	ive below:)	
☐ Improving stu	dent	learning outcomes				ate/Federal/	Accrediting Agency
		best practice(s) in field		○ Other -       ○ Other -      ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other -       ○ Other			
	_	nally listed as part of a consonsortium, we are proposing o				NP". Due t	o the merging of other

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes
(select one or more of the following and provide appropriate narrative below):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –

Villiage		tate University - REVISED C or a REVISED COURSE	OURSE Form	AT	
Approva	ls:	Print:	Sign	ature:	Date:
Departm	nent Head	Michelle Ritter	~ E R	iets	3/25/19
Colleg Executive C	e/Division ommittee				
Dear	n/Director	Sheri Noviello	This N	ville	3/20/19
С	Executive formittee duate course)				
	uate Dean duate course)	Belly Kida Cruz	Beeling K. da Cruy 3/28		3/28/19
Academic C	ommittee		-	-	
*Will this cha	inge impai	ct another college/department?	? ⊠ No ☐ Yes [select college & indicate department(s)]		
College:	Select Or	ne.	Department(s):		

# Valdosta State University **Doctor of Nursing Practice**

**COURSE NUMBER:** 

**NURS 8317** 

**COURSE TITLE:** 

Organizational Policy and Practice

CREDIT:

3-0-3

PRE-REQUISITE/CO-REQUISITE: Admission to the DNP program

PLACEMENT IN CURRICULUM: Fourth semester; second year

COURSE DESCRIPTION: Analysis of health care policy and advocacy for change to improve healthcare delivery at multiple organizational levels. The course focuses on evaluating the influence of political and economic conditions on health policy and the delivery of quality care.

This required course supports Essentials II, V AACN Essentials of Doctoral Education for Advanced Nursing Practice.

#### **COURSE OUTCOMES:** Upon completion of this course, students will be able to:

- 1. Employ principles of health policy to develop and implement effective plans for practice level and/or system-wide practice initiatives that will improve healthcare outcomes. (PO 2)
- 2. Analyze health policy and related healthcare issues. (PO 5)
- 3. Describe the current and historical distribution of national health expenditures and the various sources of health care financing. (PO 2, 5)
- 4. Recognize types of health care rationing and explain where and how they are utilized (PO 2, 5, 7)
- 5. Describe the role of government in the delivery of health insurance and services including Medicare and Medicaid. (PO 2, 5, 7)
- 6. Compare and contrast various methods of cost constraint such as managed care, restricted networks, capitation and price controls. (PO 2, 5, 7)
- 7. Explore how individuals, interest groups and legislative members interact to establish government health policy and regulation. (PO 5, 7)
- 8. Compare health care policies globally to strengthen/improve healthcare outcomes in a variety of populations. (PO 2, 4, 5)

# TOPICAL OUTLINE:

- 1. Healthcare finance/economics/delivery
- 2. Healthcare delivery
- 3. Healthcare quality and access
- 4. Political advocacy

- 5. Policy issue analysis
- 6. Global health
- 7. National Health Expenditure
- 8. Health Care Rationing
- 9. Organ Transplant and Free Markets
- 10. Health Insurance Markets
- 11. Health Insurance and the Free Market Economy
- 12 Uninsured: Market Failure or Market Success
- B. Medicare/Medicaid Insurance
- Health Care Providers and Medicare/Medicaid
- L. The Government vs. Private Solutions to Health Care
- 16 Not-for-Profit Hospitals
- 17. Private Hospital

#### **REQUIRED TEXTS:**

Goudreau, K.A., & Smolenski, M.C. (2014). Health policy and advanced nursing practice.

New York, NY: Springer.

# **EVALUTION:**

internet activities.

1. Forum Discussions (6)

60 % 40%

2. Policy issue/analysis (paper)

COURSE DELIVERY METHODS: Online delivery with discussion forums, assignments, projects, and

67

	osta State University Curriculum Form quest for a REVISED COURSE			S	Date of ubmission:	02/25/2019	
*Course/curriculum revisions originate with a faculty member or curriculum committee in the Academic Program.							
College:	Coll	College of Nursing and Health Sciences			Dept	. Initiating Request:	NURSING
Requestor's Name:	Dr.	Lakesha Williams			R	equestor's Role:	Faculty
CURRENT: (list only items to be changed)			REQUESTED	: (list o	nly items to	be changed)	
Course Prefix and Number:	NUI	RS 8318	-	Course and Nu	A 107000 1000000	NURS 831	8
Course Title:	DNI	P Project		Course	Title:	DNP Proje	ct
Lecture Hours:	3			Lecture	Hours:	3	1
Lab/Contact Hours:	0			Lab/Contact	Hours:	0	
Credit Hours:	3-4			Credit	Hours:	3-4	
Pre-requisites:	Adr	mission to <i>eDNP</i> Program		Pre-requ	isites:	Admission 8316	to <u>DNP</u> Program; <u>NURS</u>
CURRENT Course D	escri	iption:		NEW Course	Descr	iption: (hove	er over for instructions)
interventions for practice and/or so health outcomes	quali yster for a 0 Cli	evidence- based practice ity improvement aimed at ms level change to enhance a population of interest. nical hours is required in this	s				
Program Level:		Course Classification:	Seme	ster to be	Year	to be	Estimated Frequency of
☐ Undergraduat ☑ Graduate	-	☐ Core (Area A-E)  ☐ Major Requirement ☐ Elective		Fall Spring 2019 Annually Summer		Course Offering: Annually	
Justification: (selec	t one	or more of the following and	provide	appropriate	narrati	ve below:)	
☐ Improving student learning outcomes ☐ Mandate of State/Federal/Accrediting Agency ☐ Adopting current best practice(s) in field ☐ Other — ☐ This course was originally listed as part of a consortium proposal titled "eDNP". Due to the merging of other —							
universities in the	e con	sortium, we are proposing o	our ow	n DNP progr	am.		

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes
(select one or more of the following and provide appropriate narrative below):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –

Victoria victoria		tate University - REVISED Cora REVISED COURSE	OURSE Form	
Approva	ls:	Print:	Signature:	Date:
Departm	ent Head	Michelle Ritter	ni E ruth	3/25/19
College Executive C	e/Division ommittee			
Dear	n/Director	Sheri Noviello	The Noille	3/20/19
	Executive ommittee			
	uate Dean duate course)	Becky K. du Cruz	Bully K. da Cruy	3/28/19
Academic C	ommittee			
*Will this cha	*Will this change impact another college/department?   No  Yes [select college & indicate department(s)]		te department(s)]	
College:	College: Select One. Department(s):			

# Valdosta State University **Doctor of Nursing Practice**

COURSE NUMBER: NURS 8318

**COURSE TITLE:** 

**DNP** Project

CREDIT:

(3-4)-0-(3-4); total of 7 credits over 2 semesters

PREREQUISITE:

**NURS 8316** 

PLACEMENT IN CURRICULUM: Fourth and fifth semesters; second year

COURSE DESCRIPTION: Implementation, evaluation and dissemination of previously proposed evidence-based practice interventions for quality improvement aimed at practice and/or systems level change to enhance health outcomes for a population of interest. Completion of 400 clinical hours is required in this multi-semester course.

This required course supports Essentials 1-Vill of AACN Essentials of Doctoral Education for Advanced Nursing Practice.

COURSE OUTCOMES: Upon completion of this course, students will be able to:

- 1. Implement approved DNP project; (PO 1-9)
- 2. Analyze findings from the approved DNP project; (PO 1, 3, 4, 8, 9)
- 3. Synthesize findings and draw conclusions from the approved DNP project; (PO 1-9)
- 4. Critique the strengths and weaknesses of the design, delivery, and evaluation of the DNP project on improving health outcomes; (PO 1-9)
- 5. Prepare and submit a final manuscript for dissemination; (PO 1-9)
- 6. Successfully complete an oral defense of the final DNP Project. (PO 1-9)

#### TOPICAL OUTLINE:

Students will work directly with faculty mentor and DNP project committee to address select topics, including:

1. Implementation of DNP project

- 2. Data collection, analysis and synthesis
- 3. Evaluation of DNP project design, delivery and outcomes
- 4. Preparation and submission of final manuscript for dissemination
- 5. Oral defense of DNP project

# **REQUIRED TEXTS:**

Moran, K., Conrad, D., Burson, R. (2017). The doctor of nursing practice scholarly project: A framework for success (2nd ed.). Burlington MA: Jones & Bartlett

Additional resources, readings and websites provided based on student needs, as determined by faculty mentor and DNP project committee.

#### **EVALUATION:**

- 1. Evaluation/Results sections of manuscript (2, 3, 5)
- 2. Discussion section of manuscript (3, 4, 5)
- 3. Completion of 400 clinical hours/project work (1-6)
- 4. Completion and submission of final manuscript(5)
- 5. Final oral defense(6)

#### **COURSE DELIVERY METHODS:**

Students will work directly with faculty mentor and DNP project committee.

# FinTech Talent Development Proposal Langdale College of Business Valdosta State University

# **Priority**

Companies using innovative technologies digitally transform business models, operations, and customer experiences. FinTech companies monetize data using analytics and technological innovation to improve the customer experience building trust, loyalty, and consequently, revenue streams. The Langdale College of Business Administration (LCOBA) at Valdosta State University (VSU) proposes two credentials using a multi-institutional approach that create educational pathways for underrepresented student populations by focusing on the business sector, specifically finance and economics.

These transformative customer experiences proffered by FinTech companies also create social good by advancing financial inclusion in society. Minorities and other underrepresented populations accrue proportionally larger marginal benefits from FinTech companies offering low-cost access to high-quality services and products. This benefit is of particular import to VSU given its service demographics:

- 82% of VSU's fall 2018 undergraduate students are classified as underrepresented in FinTech;
- 49.6% of VSU undergraduates receive Pell grants, but only 30% are eligible for HOPE scholarships according to 2018 profile of Complete College Georgia;
- 100% of all Valdosta City school students, nearly 8,500 learners, received either free or reduced meals during academic year 2018; and
- 28.7% of all Southern households are either unbanked or underbanked representing the largest percentage in the U.S. according to the 2017 FDIC National Survey of Unbanked and Underbanked Households.

Consequently, FinTech talent development at VSU will create not only pathways for underrepresented populations to choose careers in FinTech but also social good in the service area by raising the profile of these FinTech products and services to improve economic mobility.

# Partnership

The proposed FinTech program organically extends the modernization of LCOBA's undergraduate curriculum which began AY2017 when LCOBA became a full member of the SAP (Systems, Applications, and Products in Data Processing) University Alliance. By incorporating various SAP software applications across the business school curriculum, LCOBA extends traditional business school discipline knowledge by integrating such technological advances as big data, real-time analytics, data visualization, and cloud-based enterprise resource planning (ERP). LCOBA partners with SAP Germany by stacking an SAP Student Recognition Award Certificate with a BBA degree to students taking three courses with at least 30 percent enhanced SAP content while fulfilling all graduation criteria; to date, 117 LCOBA graduates have earned this credential while SAP curriculum enriched courses accounted for more than 4000 SCHs.

The proposal uses industry-leading SAP programs to develop competencies and capabilities in the data analyst talent development category of FinTech. As of 2019, SAP is the world's leading provider of enterprise application software, analytics and business intelligence servicing approximately 425,000 clients in 180 countries; 77 percent of all worldwide transaction revenue touch an SAP system inclusive of those in VSU's service area. SAP is the cloud platform choice across hyperscale cloud vendors Alibaba, Amazon, Google, and Microsoft. SAP is also committed to investment in FinTech, one illustration being Sapphire Ventures which has invested in more than 90 IT startups as well as 53 IPOs and M&A exits since 2011. Via collaboration between SAP, VSU and the University of Wisconsin-Milwaukee, LCOBA students have access to the same SAP S/4 HANA intelligent cloud ERP, Lumira data visualization, and Predictive Analytics programs used by SAP clients.

LCOBA proposes to further leverage its SAP based curriculum to expand High Demand Career multidisciplinary and interdisciplinary stackable credential offerings by partnering with Georgia State University (GSU) and redesigning four fundamental LCOBA courses. LCOBA plans to adopt three GSU classes into the VSU course catalog to gain access to the FinTech-related courses available online via eCampus starting fall 2019. The three GSU FinTech courses are:

NEX 4001 – Foundations of Fintech (3) [VSU –FIN3510: prerequisite FIN3360]. The financial services industries are changing rapidly with the emergence of financial technology (FinTech). The objective of the course is to provide students with an overview of FinTech and introductions to its applications in financial services, such as commercial and investment banking, digital investing, financial advising, and insurance. Students are expected to develop a broad understanding of the recent FinTech development and its impact on different parts of the financial world. Students will also have hands-on problem solving experiences that can be useful in FinTech applications and innovation. Topics may include but are not limited to: blockchain and cryptocurrencies, smart contracting, payments, digital banking, P2P lending, crowdfunding, roboadvising, and InsurTech.

NEX 4002 – Financial Technologies (3) [VSU –FIN3520 prerequisite FIN3360]. This course examines the information and communications tools, technologies, and standards integral to consumer, merchant, and enterprise services in the payments and financial service sectors. Explores technology's role in reshaping FinTech businesses. Technologies span messaging, communication networks and gateways, core processing, mobile and online software, and application program interfaces (APIs). Includes the challenges, standards, and techniques associated with securing systems and data.

NEX 4003 – Fintech and Commercial Banking (3) [VSU –FIN3530 prerequisite FIN3360]. The FinTech revolution is creating significant disruption to the traditional processes of managing and regulating financial institutions, especially banks. Understanding, assessing and forecasting FinTech's impact on banking is particularly important because proper management and oversight of

financial institutions is essential to the efficient operation of the national, as well as global, economy. In this course, students will learn about the principles and practices of commercial bank management, bank regulation, and the tradeoffs between risk and return. Challenges presented by the FinTech revolution, including traditional and emergent competitors as well as demographic, social, and technology forces driving change in the industry, will be integrated throughout the entire course.

The FIN3360 prerequisite conforms to the core competencies required by the USG FinTech Talent Development Playbook (Playbook) and is discussed in detail in the Project Narrative section.

# **Project Narrative**

The multi-institutional project focuses primarily on the data analyst talent category. The project synthesizes the current collaboration between SAP NA, VSU and the University of Wisconsin-Milwaukee with a new collaboration between VSU and GSU: the project creates two stackable credentials using LCOBA's SAP enhanced business curriculum combined with GSU's FinTech resources. Students may choose the cumulative credential that best fits their career goals: an 18-hour FinTech minor or a 12-hour FinTech Certificate. The minor includes three VSU courses (FIN3360, ECON4001, and either FIN4800 or FIN4810) and three GSU courses (NEX4001, NEX4002, and NEX4003). The certificate only includes the VSU FIN3360 course but all three GSU courses (Table 1 in the Credentials section succinctly details the credentials).

Specialized FinTech talent development opportunities will be integrated organically within the VSU finance and economics curriculum. The proposal calls to transform these courses into modern financial and economic platforms that emphasize the mutual import of monetization and economic mobility roles that FinTech companies have in the digital economy. Given this emphasis, the proposal requires learners to begin the credentialing process by understanding value creation (monetization) within business organizations by taking the VSU course FIN3360. Consequently, students' career opportunities expand exponentially by augmenting traditional business and/or computer careers with FinTech based options.

In its current format, FIN3360 (Advanced Capital Budgeting) is an advanced finance course designed for multiple business majors. This project would modernize its curriculum (thus new name, Advanced Financial Management with Digital Transformation) to thread financial disruptors into traditional financial management topics making it the ideal gateway course that would not only excite the students with traditional financial careers in mind, but also open up new opportunities for underrepresented groups who may shy away from these white male bastions. For example, working capital management would now include effects of FinTech advancements in payments and procurement and leverage would include ICO analysis.

Furthermore, the introduction of big data management and its potential career opportunities would tremendously empower students from underrepresented groups. Such knowledge and skill would not only be an opportunity equalizer for them, but also a competitive advantage for future success. The introduction of FinTech in a gateway course such as FIN3360 also allows students to start their FinTech experiential learning opportunities with guest speakers and/or company visits expanding their vision of hereto undiscovered career paths. Other experiential learning opportunities may include: working collaboratively to capture big data via Compustat and manage it in SAP Predictive Analytics via SQL in order to compare traditional product/service companies to FinTech company structures and their performances in terms of financial decision making; and/or using the Sam's Club big dataset to analyze spending patterns of customers in different geographical areas to make recommendations to improve working capital management (e.g. inventory, warehouse and personnel management) and long-term financial planning (e.g. store expansions and capacity planning).

The certificate would lever the understanding of monetization from VSU's FIN3360 with application of FinTech technologies by adding the three GSU courses (NEX4001, NEX4002, and NEX4003). The certificate provides value to both learners seeking employment and employers, FinTech or not, searching for talent. For example, PwC estimates that by 2020, 28 percent of traditional banking and payments will be done via FinTech companies; the FDIC, charged with insuring the stability of the banking system, will have to develop new policies and regulations accordingly, adding value to applicants with such knowledge and skills. A Computer Information System (CIS) graduate, meanwhile, now has a new vision of software potential and the means to provide an employer with an accurate valuation of adoption giving new context to the phrase 'fail fast to innovate faster.'

The minor solidifies data analyst level talent by adding two additional requirements: ECON4001 Data Analysis: Economic and Financial Applications and either FIN4800 Financial Analytics and Data Visualization or FIN4810 FinTech in Asia which requires participation in LCOBA's Hong Kong study abroad program. Thus, the 18-hour minor includes three VSU courses (FIN3360, ECON4001, and either FIN4800 or FIN4810) and three GSU courses (NEX4001, NEX4002, and NEX4003).

The proposal calls for a new VSU course, ECON4001 – Data Analysis: Economic and Financial Applications. The course introduces students to the basics of data analysis and how data-driven decisions impact business and policy actions. Data analysts, statisticians and economists who understand data can make a lasting impact on their companies, their field, and the world. By recognizing that analyzing data is essential part of business decisions, in the policy realm, in the world of finance, healthcare, logistics and virtually all areas of life, students develop capabilities in analytics modeling, business analytics, and data visualizations. Students will learn econometric modeling methods and predictive modeling that embed the most recent developments and issues in data science, such as Big Data, Machine Learning, and the impact of Artificial Intelligence. The course is built with an emphasis on application where students will learn statistical and analytical methods through case studies and datasets, both cleaned and integrity challenged. This class will teach students the use of EXCEL, SAP Lumira Discovery Edition, and SAP Predictive Analytics including R to visually present data, to estimate simple and multivariate regression models, to evaluate the results, to test hypotheses, and to make forecasts and predictions.

Another new course, FIN4800 - Financial Analytics and Data Visualizations, adds an additional partner to the program: HEC Montreal. The ERPsim Lab at HEC Montreal provides a business simulation game for SAP S/4HANA in which participants use a real ERP system to manage their virtual company in a competitive market. In this immersive experience, learners get to use a real SAP S/4HANA system to evaluate, input and analyze the results of their decisions. A mix of custom and actual SAP transactions provide an ERP experience comparable to what an ERP user would experience in the workplace. The approach allows learners to focus on analytics and decision-making and gives them an incentive to get better at translating their strategy into action using an ERP system. ERPsim supports analytics in real-time, from SAP Fiori analytical applications (SAP Smart Business) to OData services, as well as many of the self-service BI tools available, including SAP Lumira, Tableau and Power BI. Students will engage in collaborative experiential learning by managing a Muesli cereal manufacturing company based in Germany; complexity is scaled in three scenarios - Introduction (sales, production, procurement, and planning), Extended (product design, finance, and investment strategies), and Advanced (transportation logistics). Students will develop analytical tools and use real-time information to analyze BI and forecast financial outcomes.

The final new course, FIN4810 - FinTech in Asia, extends students experiential learning to a different country, literally half-way around the world. This hybrid course uses case studies to explore how China's dramatic move into a cashless society has created gains in financial inclusivity for the underserved and its leadership in global FinTech investment. However, China's influence in Asia extends more than just as a role model. In addition, Chinese companies offer financial support to other FinTech companies in Asia. Business models of Alibaba. Tencent, JD.com, and Xiaomi offer rich case study material. As a Special Administrative Region of China, Hong Kong's business friendly tax and regulatory environments make it the perfect gateway to China. Moreover, the Hong Kong government's 2016-2020 financial inclusion plan explicitly encourages digital technologies. Students will cement their understanding by traveling to Hong Kong for two weeks after fall semester ends. LCOBA partners with Global Academic Ventures (GAV); GAV creates a stimulating conference-like atmosphere by bringing in senior management from prominent Hong Kong businesses including FinTech companies. In Hong Kong, students can use a WeChat account, Alipay, or the Octopus card provided by GAV to pay taxi fare, to make purchases at the 7-11, and anything in between. Students (average 15 participants each year) will be living FinTech for the duration of their Hong Kong stay.

Through the multi-institution collaboration and the specialized FinTech talent development courses, the program becomes scalable. The target population will primarily include LCOBA majors, computer science department majors, and interdisciplinary studies majors. Unduplicated headcount by VSU major for Fall 2018 was as follows:

LCOBA majors:	
Accounting	230
<b>Business Administration</b>	125
Finance and Economics	162
Healthcare Administration	132
International Business	88
Management (F2F & online)	472
Marketing	241
Computer Science Department majors:	
CIS	120
Computer Science	238
Interdisciplinary Studies majors:	161
Program Participant Pool:	1,969

The degree requirements for each of these majors have sufficient flexibility to allow students to complete either the certificate or the minor without impacting time to graduation; fortunately, VSU now has professional advisors to promote the program and ensure students understand scheduling of coursework. Even assuming a modest participation rate of 25 percent would mean nearly 500 learners working toward the certificate or minor.

# FinTech Demand Alignment

As prioritized by the Playbook, the program creates undergraduate credentials, both a minor and a certificate, that aligns with data analyst talent development. The multi-institution approach will allow business, computer science, and interdisciplinary learners to stack credentials without substantially lengthening the time to graduation given professional advisor guidance. Furthermore, as suggested by the Playbook, experiential learning is the cornerstone for all three VSU course offerings (see Project Narrative section for specifics).

# **Outcomes**

Expected outcomes include a richer talent pool of undergraduate degree holding learners beneficial to both traditional corporations that interact with FinTech firms and FinTech firms themselves. Learners who opt for the FinTech minor will be valuable data analyst assets to FinTech firms. Learners who opt for the FinTech certificate will understand the digital economy and its potential disruptors; this insight will provide measurable value to any potential employer. LCOBA alone graduates more than 300 learners each year; with this program, a substantial portion these graduates will now hold competencies and capabilities desired by FinTech firms (see Project Narrative section for specifics).

# **Population**

The program targets undergraduate learners and holds particular value for underrepresented populations served by VSU. For Fall 2018, VSU reported the following:

- 52.5% (4572 of 8700) of VSU undergraduates identify as minority
- 46.8% (4074 of 8700) of VSU undergraduates are female
- 81.9% (7,128 of 8700) of VSU undergraduates are either female and/or minority

Representation within LCOBA is similar whereas Computer Science has a notably higher Asian representation.

The project will primarily focus on targeting first-year, sophomore, and junior learners for fall 2019. Seniors, however, will be more difficult to entice given impending graduation dates. Those students who have successfully completed FIN3360 in the last two years will be contacted regarding this new program; even though they completed the course with a different curriculum, these learners will be grandfathered into the program. The program anticipates a phased implementation:

# Phase I – Seed and Development (Summer 2019)

- Complete design of program including course offerings
- Support program director and faculty attending advanced trainings in Digital Transformation, Business Intelligence, Big Data, and other topics
- Market the new program extensively
- # Learners (all courses) NA

# Phase II - Startup (Fall 2019 thru Summer 2020)

- Pilot the VSU courses FIN3350, FIN4800, FIN4810 during fall 2019
- Offer GSU FinTech courses online starting Fall 2019
- Pilot VSU course ECON4001 during Spring 2020
- Support program director and faculty attending advanced trainings
- # Learners (all courses) estimate 65 Fall 2019, 125 Spring 2020, and 50 Summer 2020

# Phase III - Growth and Establishment (Fall 2020 thru Summer 2021)

- Revise VSU course offerings as needed
- Continue to offer GSU FinTech courses online
- Evaluate feasibility of adding an online section of FIN3360
- Support program director and faculty attending advanced trainings
- # Learners (all courses) estimate 200 Fall 2020, 275 Spring 2020, and 75 Summer 2020

#### Credentials

Students may choose the cumulative credential that best fits their career goals: an 18-hour FinTech minor or a 12-hour FinTech Certificate (see Tables 1 and 2, respectively). The multi-institutional project focuses primarily on the data analyst talent category identified as a priority by the Playbook and by employers. Glassdoor identifies Business Analyst as the 26<sup>th</sup> Best Job in

America for 2019 with a median base salary of \$72,000 and 13,340 openings. Upon approval of the program, LCOBA plans a marketing blitz to educate undergraduates on the value of the FinTech minor and FinTech certificate. Activities include internal (LCOBA day, The Happening, presentations to Greek organizations, representatives at athletic events, presentations in classes, etc.), VSU Open House, Orientation, and VSU Experiences promotions.

TABLE 1

	Crodontial #1. Part Col. Misson (1)	90
VSU Courses	Credential #1: FinTech Minor (1)	8 nours)
Number – Title / Frequency / Modality	Essential Competencies/ Capabilities	Prerequisite(s)/Other Requirements
FIN3360 - Advanced Financial	-understand structures and	ECON2106 microeconomics,
Management with Digital	practices for managing big data	ACCT2102 managerial
Transformation	-capture, organize, store, and	accounting, and FIN3350
(3 hours) / Fall and Spring	process structured data	introduction to financial
semesters / F2F initially then	-use models and historical data	management / none
online as demand warrants	to detect occurrence of	
TGONIAGA T	incidents, patterns, and trends	
ECON4001 - Data Analysis:	-capture, organize, store, and	ECON2105 macroeconomics,
Economic and Financial	process structured and	ECON2106 microeconomics,
Applications (2 hours) / Spring gamesters /	unstructured data	BUSA2100 statistics, and
(3 hours) / Spring semesters / F2F	-apply various probability and statistical methods	BUSA3100 Business Analytics /
121	-write R code	none
xi	-apply analytical modeling to	
	solve business problem or	
*	question	at the state of th
	- formulate predictive model	
	-design experiments using big	
	data and test outcomes	
	-create optimal visualizations	
FIN4800 – Financial Analytics	-capture, organize, store, and	FIN3360 Advanced Capital
and Data Visualizations (3	process structured and	Budgeting, Financing, and
hours) / Fall semesters / F2F	unstructured data	Digital Transformation / none
	-create storyboard (dashboard)	
	with Goal, KPIs (lead) and lag	
	measures with optimal	
	visualizations	*
	- design interactive, real time	
	visualization display to make	
OR	immediate competitive business decisions	
OK .	-formulate a predictive model	
FIN4810 – FinTech in Asia /	-experiential learning	None / student must participate
Fall semesters / Hybrid		in LCOBA Hong Kong study
		abroad program

TABLE 1 (continued)

	TIDEE I (CONTINUED)	
GSU Courses		
Number – Title / Frequency / Modality	Essential Competencies/ Capabilities	Prerequisite
NEX 4001 [VSU -FIN3510]	See course descriptions in	FIN3360 - Advanced
- Foundations in FinTech	Partnership section of this	Financial Management with
(3 hours) / TBD / Online	proposal.	Digital Transformation
NEX 4002 [VSU -FIN3520]	See course descriptions in	FIN3360 - Advanced
<ul> <li>Financial Technologies</li> </ul>	Partnership section of this	Financial Management with
(3 hours) / TBD / Online	proposal.	Digital Transformation
NEX 4002 [VSU -FIN3530]	See course descriptions in	FIN3360 - Advanced
<ul> <li>FinTech and Commercial</li> </ul>	Partnership section of this	Financial Management with
Banking (3 hours) / TBD /	proposal.	Digital Transformation
Online		

TABLE 2

	TABLE 2	
	redential #2: FinTech Certificate	(12 hours)
VSU Courses		
Number – Title / Frequency / Modality	Essential Competencies/ Capabilities	Prerequisites/Other Requirements
FIN3360 - Advanced Financial Management with Digital Transformation (3 hours) / Fall and Spring semesters / F2F initially then online as demand warrants	-understand structures and practices for managing big data -capture, organize, store, and process structured data -use models and historical data to detect occurrence of incidents, patterns, and trends	ECON2106 microeconomics, ACCT2102 managerial accounting, and FIN3350 introduction to financial management / none
GSU Courses		
Number – Title / Frequency / Modality	Essential Competencies/ Capabilities	Prerequisite
NEX 4001 [VSU -FIN3510] – Foundations in FinTech (3 hours) / TBD / Online NEX 4002 [VSU -FIN3520] – Financial Technologies	See course descriptions in Partnership section of this proposal.  See course descriptions in	FIN3360 - Advanced Financial Management with Digital Transformation FIN3360 - Advanced Financial
Financial Technologies (3 hours) / TBD / Online	Partnership section of this proposal.	Management with Digital Transformation
NEX 4002 [VSU -FIN3530] – FinTech and Commercial Banking (3 hours) / TBD / Online	See course descriptions in Partnership section of this proposal.	FIN3360 - Advanced Financial Management with Digital Transformation

# Project Plan

- April 1 thru June 30, 2019 LCOBA FinTech coordinator manages process to implement all phases of program (see Population section for description and timing of each phase) and coordinates program promotion.
- April 1, 2019 submit all course catalog documents to VSU Academic Committee for vote on April 8, 2019 to ensure minor and certificate in catalog for Fall 2019.
- April 2 April 16, 2019 FinTech program representatives visit classrooms with targeted populations to market program during Fall 2019 registration.
- April 4, 2019 FinTech program representatives participate in LCOBA Day to market Fall 2019 registration.
- April 24 thru April 28, 2019 FinTech Coordinator and two essential FinTech faculty attend AI & Big Data Expo Global in London. This is the only possibility prior to June 30, 2019. The Expo provides 21 high level conference tracks covering the entire spectrum of AI & Big Data within the Enterprise & Consumer sectors as well as development and digital transformation opportunities. Topics include: Business Intelligence, Big Data, Deep Learning, Machine Learning, Chatbots, Contextual Aware Technologies, Virtual Assistants & Smart Robots. The conference is designed to propagate FinTech knowledge quickly and efficiently and includes Asian FinTech companies. Training and lectures are done by industry experts who teach the most current content, lessons learned, and case studies. This information can then be relayed to students by Fall 2019 semester.
- May 3, 2019 FinTech program representative participates in VSU Mayhem to market program.
- May 6 thru May 10, 2019 FinTech Coordinator and two essential FinTech faculty attend SAP Sapphire / ASUG Annual Conference in Orlando, Florida. SAP Sapphire is the FinTech innovation partner for SAP Germany; ASUG is the Americas' SAP Users' Group. SAP software is complicated and its complexity and reach in the marketplace is growing daily. There are few books, all of which are very general and/or out of date before they are published. SAP content must be derived from reading online and taking online SAP courses all which take time. SAP conferences are designed to propagate SAP knowledge quickly and efficiently. Training and lectures are done by industry experts who teach the most current SAP content, lessons learned, and case studies. The conference provides hands-on labs which provide learning materials led by experienced professionals superseding prolonged online courses. This information can then be relayed to students immediately even within the same semester.
- May 29, 2019 FinTech program representative participates in VSU Orientation Session for Fall 2019 students.
- June 7 thru June 8, 2019 FinTech program representative participates in VSU Orientation Session for Fall 2019 students.
- June 14, 2019 FinTech program representative participates in VSU Orientation Session for Fall 2019 students.
- June 15 thru June 29, 2019 Finalize syllabi for VSU courses FIN3360, ECON4001, FIN4800, and FIN4810 incorporating cases and information garnered from conferences (see Project narrative for individual course descriptions).

- June 20, 2019 FinTech program representative participates in VSU Orientation Session for Fall 2019 transfer students. These students will be an important target group for immediate participation in the program.
- June 28, 2019 FinTech program representative participates in VSU Orientation Session for Fall 2019 students.

# LCOBA FinTech Program Faculty Qualifications

Dr. Karin Pafford Roland – Proposed FinTech Coordinator and FIN4800/4810 course developer Dr. Roland is Department Head for the Department of Economics and Finance, Chair of LCOBA's SAP Curriculum Committee, a Professor of Finance, and the Chapter Advisor for Beta Gamma Sigma, the international honor society serving business programs accredited by AACSB International. Dr. Roland graduated from VSU with a BBA undergraduate degree with majors in both finance and economics. She earned her advanced degree, a Ph.D. in finance, from the University of Florida. Dr. Roland has experience in both business and academia. She was the Credit Administrator at Barnett Bank of North Florida overseeing consumer and commercial loan portfolios in excess of \$500 million in addition to managing thirteen employees. Prior to her position at VSU, Dr. Roland was a Financial Economist at the Office of the Comptroller of the Currency in Washington, DC and simultaneously an adjunct professor at George Mason University in Fairfax, Virginia. Dr. Roland's research has been published in journals including notably the Journal of Financial Intermediation and has been presented at the Federal Reserve Bank of Chicago's prestigious Annual Conference on Bank Structure and Competition.

# Dr. Attila Cseh – Proposed FinTech Developer and Designer of ECON 4001 Dr. Cseh is a Professor of Economics at LCOBA. He graduated with a bachelor's degree in economics from Budapest University of Economic Sciences, an MA in Economics from Central Missouri State University, and a Ph.D. in economics from The University of Kentucky. Before joining the ranks of academia, Dr. Cseh was a financial analyst for the Hungarian Debt Management Agency, the arm of the Treasury responsible for issuing investment products to finance government operations. Dr. Cseh teaches SAP enhanced econometrics, healthcare economics, and microeconomics at LCOBA. His current research interests are in applied microeconomics.

# Dr. Aktas - Proposed FinTech Developer and Designer of FIN3360 Dr. Aktas is the Director of Graduate Programs, Director of The Southeastern Credit Union Financial Trading Center, Faculty Advisor to VSU Investment Club, Faculty Advisor to LCOBA Student-Managed Portfolio, and a Professor of Finance at LCOBA. He holds a bachelor's degree in business administration from Bilkent University in Ankara-Turkey, and a Ph.D. in finance from The University of Florida. Dr. Aktas primarily teaches Investments, Corporate Finance and Portfolio Analysis courses, and incorporates SAP visualization into his course curricula. Dr. Aktas has published research about derivate securities, investments, market structures, and political cycles and their effects on the developing economies. Outside of academia, Dr. Aktas has been the host of a nationally-televised weekly live show in Turkey, covering global and regional economic news and broadcast from LCOBA's Financial Trading Center.

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# BOARD OF REGENTS OF THE UNIVERSITY SYSTEM OF GEORGIA

# **CERTIFICATE NOTIFICATION FORM**

Institution: Valdosta State University
College/Division: Langdale College of Business
Department: Economics and Finance
Name of Certificate: FinTech Certificate
CIP Code: 52.0801
Certificate Acronym: CERO (Note: CERO undergraduate certificates of less than 30 hours; CER1 undergraduate certificates greater than 30 hours; CERG post-bachelor's [graduate] certificates; CERM post-master's certificates (CERP post-first professional certificates).
Number of Credit Hours of Core Curriculum Courses: 0
Total Credit Hours for Certificate Completion: 12
Start Date: August 1, 2019
Approved by: Vice President for Academic Affairs/Provost



# BOARD OF REGENTS OF THE UNIVERSITY SYSTEM OF GEORGIA

# MINOR NOTIFICATION FORM

Institution: Valdosta State University
College/Division: Langdale College of Business
Department: Economics and Finance
Title of Minor: FinTech Minor
Total Credit Hours for Completion: 18
Approved by:  Vice President for Academic Affairs/Provost

# VALDOSTA STATE

# **Valdosta State University Curriculum Form**

CURRICULUM CHANGE OR REVISED CATALOG COPY

Date of Submission:

04/1/2019

\*Course/curriculum change or addition originates with a faculty member or curriculum committee in the Academic Program. Dept. Initiating College: **College of Business Administration Economics and Finance** Request: Requestor's Requestor's Dr. Karin P. Roland Department Head Name: Role: □ Curriculum Change **Revised Catalog Copy Check One Option:** (Changes to Program/Degree) (New Learning Outcomes, Admissions/Program Policies, Narrative, etc.) **Program Level: Course Classification:** Semester to be Effective: Year to be Effective: ☐ Core (Area A-E) **⊠** Fall □ Undergraduate ☐ Spring ☐ Major Requirement 2019 □Graduate □Summer **⊠** Elective Degree/Program FinTech Certificate Name: **Current Catalog** NA **URL: Present Requirements: Proposed Requirements:** (hover over for instructions) NA 1) FIN3360 Advanced Financial Management With Digital Transformation 3 2) FIN3510 Foundations of FinTech 3 3) FIN3520 Financial Technologies 3 4) FIN3530 FinTech and Commercial Banking 3 **TOTAL HOURS** 12

1			
	ne or more of the following and provide	appropriate narrative below:)	
	t learning outcomes [	Mandate of State/Federal/Accrediting	g Agency
Adopting current	best practice(s) in field	Other –	
FinTech talent develor	oment has been identified by USG as Hig	gh Career Demand.	
Source of Data to Sup	port Change (select one or more of the	following):	
☐ Indirect Measure	s; SOIs, student/employer/alumni surve	ys, etc.	
□ Direct Measures;	Materials collected/evaluated for progr	ram assessment (tests/portfolios/assignn	nents, etc.)
(select one or more of	urse effectiveness/meeting program le the following and provide appropriate r	narrative below):	
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Other Data Source		ram assessment (tests/portfolios/assignm	nents, etc.)
Other Data Source	e Descriptions –		
	a State University – Curriculo CULUM CHANGE OR REVISED CATALOG	um Change or Revised Catalog	g Copy Form
Approvals:	Print:	Signature:	Date:
Department He	ead Karin Roland	Fe MO	4/1/19
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# Valdosta State University Curriculum Form • CURRICULUM CHANGE OR REVISED CATALOG COPY

Date of

04/1/2019

*Course/curricu	ılum c	hange or addition originates with a fa	culty member or curr	iculu	m committ	tee in the Academic Pr	ogram.
College:	Coll	ege of Business Administration	Dept. Initiat Requ	S 10 . 5	Econom	ics and Finance	
Requestor's Name:	Dr.	Karin P. Roland	Requesto		Departn	nent Head	
Check One Optic	JII.	Curriculum Change (Changes to Program/Degree)	Revised C			sions/Program Policies, Nar	rative. etc.
Program Level:		Course Classification:	Semester to b			Year to be Effective	
☑ Undergraduate	e	□ Core (Area A-E) □Major Requirement ☑ Elective	<ul><li>☑ Fall</li><li>☐ Spring</li><li>☐Summer</li></ul>			2019	
Degree/Progra Nam	-100	FinTech Minor	, <u>, , , , , , , , , , , , , , , , , , </u>				
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	r more of the following and provide	_	
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Adopting current bes	t practice(s) in field	☐ Other —	
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Source of Data to Support	Change (select one or more of the f	following):	
☐ Indirect Measures; SC	Ols, student/employer/alumni surve	ys, etc.	
		am assessment (tests/portfolios/assignm	ents. etc.)
Plans for assessing course	effectiveness/meeting program lea	arning outcomes	, ,
	following and provide appropriate n		
	lls, student/employer/alumni survey		
		am assessment (tests/portfolios/assignm	ents, etc.)
U Other Data Source De	scriptions –		
			*
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Approvals:	Print:	Signature:	Date:
Department Head	Karin Roland	the MO	4/1/19
College/Division	F/12 11 A		100
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Dean/Director	L. WA'ME RUMY	Man Man S	4/1/19
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Committee (for graduate course)			ž.
Graduate Dean			
(for graduate course)			
Academic Committee			
*Will this change impac	t another college/department?	☐ No ☐ Yes [select college & indicate	
	0. 1 2020 100000000000000000000000000000	Tes [select college & Indicate	e department(s)]

# Valdosta State University Curriculum Form • CURRICULUM CHANGE OR REVISED CATALOG COPY

Date of

maken for Cardina Canany 1910-1016		OLOW CHANGE OF REVISED CATALO	3 COF1	Submiss	IOIR	
*Course/curricu	lum	change or addition originates with a fac	ulty member or curric	ulum comi	mittee in the Academic Program.	
College:	Co	llege of Business Administration	Dept. Initiatir Reques	FCON	omics and Finance	
Requestor's Name:	Dr.	. Karin P. Roland	Requestor Rol	's Dena	rtment Head	
Check One Optic	n:	Curriculum Change (Changes to Program/Degree)	Revised Car		y dmissions/Program Policies, Narrative, et	c.)
Program Level:		Course Classification:	Semester to be			
☑ Undergraduate	e	☐ Core (Area A-E)  ☑ Major Requirement ☐Elective	<ul><li></li></ul>		2019	
Degree/Progra Nam	V 1.00 X	B.B.A. with a major in Economics		<u></u>	-	
Current Catal UF	100	http://catalog.valdosta.edu/undergadministration/economics-finance/		orograms	/business-	
Present Requireme	ents	:	Proposed Requir	ements:	(hover over for instructions)	
Required Econom	nics	Core 9	Required Econo	omics Cor	e 2	9
ECON 4000 I	ntro	oduction to Econometrics 3	ECON 4000	Introd	uction to Econometrics	3
ECON 4100 N	∕lan	agerial Economics 3	OR ECON4001	8	nalysis: Economic and ial Applications	
ECON 4500	nter	rmediate Macroeconomics 3	ECON 4100	Manag	erial Economics	3
			ECON 4500	Interm	ediate Macroeconomics	3
		¥				

Justification. (58	elect one or	more of the following and provide a	ppropriate narrativ	ve below:)	
☐ Improving	student lea	rning outcomes	Mandate of State	e/Federal/Accrediting	Agency
Adopting c	urrent best	practice(s) in field	Other –	-	
Data analysis ta	lent develo	pment has been identified by USG as	s High Career Dema	and.	
Source of Data	to Support	Change (select one or more of the fo	llowing):		
☐ Indirect Me	easures; SO	ls, student/employer/alumni surveys	s, etc.		
□ Direct Mea	sures; Mate	erials collected/evaluated for progra	m assessment (test	s/portfolios/assignme	ents, etc.)
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☐ Indirect Me	easures; SO	ls, student/employer/alumni surveys	s, etc.		
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☐ Other Data	Source De	scriptions –			
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# Valdosta State University Curriculum Form

Request for a NEW COURSE

Date of

04/1/2019

Submission: \*Course/curriculum change or addition originates with a faculty member or curriculum committee in the Academic Program. Dept. Initiating College: College of Business Administration **Economics & Finance** Request: Requestor's Requestor's Name: Dr. Karin P. Roland Department Head Role: **Proposed NEW Course Prefix: NEW Course Number: ECON** 4001 (Consult abbreviations in the catalog) (Consult #s in the catalog) **Proposed NEW Course Title: Data Analysis: Economic and Financial Applications NEW Course Title Abbreviation:** Data Analysis: Econ/Fin App (Limit to 30 character spaces) Prerequisite(s): ECON 2105, ECON 2106, BUSA 2100, and BUSA 3100 each with a grade of "C" or better. Lecture Hours: Lab/Contact Hours: **Credit Hours:** 3 Proposed NEW Course Description: (Limit to 50 words. Include requisites, cross listings, special requirements, etc.)\* The course introduces students to the basics of data analysis and how data-driven decisions impact business and policy actions by learning statistical and analytical applications methods through case studies and datasets. Semester to be Year to be **Estimated Frequency of Program Level:** Course Classification: **Effective:** Effective: **Course Offering:** Core (Area A-E) ☑ Undergraduate Major Requirement ☐ Spring 2019 Once per Year ☐ Graduate ☐ Elective ☐ Summer Justification: (select one or more of the following and provide appropriate narrative below:) Improving student learning outcomes Mandate of State/Federal/Accrediting Agency Adopting current best practice(s) in field Other -Data analysis talent development has been identified by USG as High Career Demand. \*\* Attach General Course Syllabus/Support documents with course outcomes/assessments \*\*

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
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** Attach General Course Syllabus/Support documents with course outcomes/assessments **
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*Will this ch	ange impa	ct another college/department?	□ No □ Yes [	select college & indicate	department(s)]
College:	Select On	e.	Department(s):		

# Syllabus ECON 4001 – Data Analysis in Finance and Economics

CRN: Semester:

Instructor:

**Attila Cseh** 

Office:

214 Thaxton Hall

Email:

acseh@valdosta.edu

Phone:

(229) 245-3826

**Office Hours:** 

and by Appointment

# **Course Objectives**

Analyzing data is essential part of business decisions, in the policy realm, in the world of finance, healthcare, logistics and it has changed virtually all areas of life. Data scientists, statisticians and economists who understand data can make a lasting impact on their companies, their field, and the world. This course will introduce students to the basics of analyzing data and how data can inform business or policy actions. We will also cover basic econometric methods such as linear regressions, and the most recent developments and issues in data science, such as Big Data, Machine Learning, and the impact of Artificial Intelligence. The course is built with an emphasis on application where students will learn statistical and analytical methods through case studies and datasets. This class will teach students the use of EXCEL, SAP Lumira Discovery Edition, and SAP Predictive Analytics to visually present data, to estimate simple and multivariate regression models, to evaluate the results, to test hypotheses, and to make forecasts and predictions. A frequent problem in empirical work is that economists do not have the luxury of observing economic activity run in 'clean' lab experiments. We will study what changes we have to apply to deal with problems that arise from the fact that we may not always have The Ideal Data.

# Part I. Introduction to data analysis

# Acquiring data

- <u>Topics</u>: Introducing different data types (cross-section, panel data, repeated cross-section, time series).
   Retrieveing data from publicly availabe sources (ICPSR, Kaggle, Compustat, Data Ferrett, etc.) and from data warehouse.
   Merging and Appending data.
- <u>Activity</u>: EXCEL/SAP exercise: Download various datasets; "Feel the data" through descriptive analytics.
   Data cleaning merging and appending.
- Reading: Chapters 2 and 3 (Hilmer and Hilmer)

# **Basic Data Visualization**

- <u>Topics</u>: Show existing associations in the data with graphs, geo maps, bar, line and pie charts, word clouds, etc.
- <u>Activity</u>: SAP exercise: Use graphs to create interactive <u>Dashboards</u> with filters and input controls to
  effectively present information using 2 datasets: 1) International sales data from a clothing/ accessories
  producer; and 2) a national disc rental data.
- · Reading:

# Part II. Linear Regression

# The Simple Regression Model

- <u>Topics</u>: OLS estimator, slope parameter, intercept parameter, interpretation of regression results. Total sum
  of Squares, Explained Sum of Squares, Unexplained Sum of Squares, goodness of fit measures, predictions.
- <u>Activity</u>: EXCEL/SAP exercise: Group work estimating marginal propensity to consume using Federal Reserve Data (fred.stlouisfed.rog), CAPM Beta estimation from finance.yahoo.com.
- Reading: Chapter 4 (Hilmer and Hilmer)

# Hypothesis testing in linear regression analysis

<u>Topics</u>: Discussion of desirable properties of estimators (BLUE), conduct hypothesis test, predicted values,

- confidence interval around prediction.
- <u>Activity</u>: EXCEL/SAP exercise: Testing hypotheses after estimation. (wage equations, GPA data, house sales data, etc.)
- Reading: Chapter 5 (Hilmer and Hilmer)

# **Multiple Regression Analysis**

- <u>Topics</u>: Interpretation of marginal coefficients, overall significance test, joint significance test. We will
  introduce qualitative variables and interaction terms, linear probability models, squared terms. We will
  discuss omitted variable bias, dealing with missing observations, and outliers.
- <u>Activity</u>: EXCEL/SAP exercise: Bringing in multiple explanatory variables into previously analyzed datasets.
   <u>Reading</u>: Chapters 6 and 7 (Hilmer and Hilmer)

#### **Time Series**

- <u>Topics</u>: Moving average, assumptions for OLS to be BLUE for time series, stationarity, weak dependence, static time-series models, distributed lags, ARIMA models, forecasting, out-of-sample prediction, confidence interval around forecasts.
- <u>Activity</u>: EXCEL/SAP exercise: Sales data, weather data, stock market data, macroeconomic data analysis.
- Reading: Chapter 10 (Hilmer and Hilmer)

# Part III. Recent developments in Data Analysis

# Big Data Analysis:

- <u>Topics</u>: Limitations of regular econometric techniques with Big Data; Large volume of unstructured data; Language Processing; Real-time data analysis, Privacy and security issues.
- Activity: Google Trend analysis, TweetTracker analysis, discussion of assigned readings.
- · Reading:
  - Choi, Hyunyoung and Hal Varian (2009). <u>Predicting the present using Google Trends</u>. Working paper.
  - Einav, Liran, and Jonathan D. Levin. (2013). The data revolution and economic analysis. NBER Working paper 19035.
  - Marcus, Gary, and Ernest Davis. (2014). <u>Eight (No, Nine!) Problems with Big Data</u>. *The New York Times*.
  - Thompson, Derek. (2016). Why Democrats and Republicans Literally Speak Different Languages. *The Atlantic*.
  - UN Global Pulse. 2016. <u>Building Proxy Indicators of National Wellbeing with Postal Data</u>. Project Series, no. 22.

# Machine Learning:

- <u>Topics</u>: Discussion of how it is applied in the world of business (Netflix), in policy making (crime prevention), and in the world of finance (loan application/defaults).
- Activity: Discussion of assigned readings.
- Reading:
  - Hvistendahl, Mara. (2016). <u>Can 'Predictive Policing' Prevent Crime Before It Happens?</u> Science News.
  - Kleinberg, John, Jens Ludwig, and Sendhil Mullainathan. (2016). A Guide to Solving Social Problems with Machine Learning. *Harvard Business Review*.
  - Kleinberg, Jon, Himabindu Lakkaraju, Jure Leskovec, Jens Ludwig, and Sendhil Mullainathan. (2017). Human Decisions and Machine Predictions. NBER Working Paper 23180.
  - Mullainathan, Sendhil, and Jann Spiess. (2017). Machine Learning: An Applied Econometric Approach. *Journal of Economic Perspectives* 31(2): 87–106.

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# Valdosta State University Curriculum Form

VALDOSTA STATE Salling for the Price June 1	uest for a REVISED COURSE			S	ubmission:	04/1/2019
*Course/c	curriculum revisions originate with a fa	aculty mei	mber or curric	ulum co	mmittee in th	e Academic Program.
College:	College of Business Administratio	n		Dep	t. Initiating Request:	Economics & Finance
Requestor's Name:	Dr. Karin P. Roland			R	Requestor's Role:	Department Head
CURRENT: (list only	items to be changed)		REQUESTER	)• (list o	nly items to	be changed)
Course Prefix					my nems to	De changea <sub>j</sub>
and Number:	FIN3360	2 2 4	Course and Nu			
Course Title:	Capital Budgeting & Advanced Financial Management	2	Course	Title:		Financial Management al Transformation
Lecture Hours:			Lecture	Hours:		
Lab/Contact Hours:			Lab/Contact	Hours:		
Credit Hours:			Credit	Hours:		
Pre-requisites:		× .	Pre-requ	isites:		
CURRENT Course D	Description:		NEW Course	e Descr	iption: (hove	er over for instructions)
decisions.			transforma		Ciai iiiai ket	s, and digital
Program Level:	Course Classification:	Seme: Effect	ster to be ive:	Year Effec		Estimated Frequency of Course Offering:
☑ Undergraduat	☐ Core (Area A-E) ☐ Major Requirement ☐ Elective		all pring ummer	Fall 2	019	Every Semester
Justification: (selec	t one or more of the following and	d provide	appropriate	narrati	ve below:)	×
_	dent learning outcomes ent best practice(s) in field		☐ Mandat		ate/Federal/	Accrediting Agency

Source of Data	to Support	Change (select one or more of the fo	ollowing):	
☐ Indirect Me	easures; SC	Ols, student/employer/alumni survey	s, etc.	
□ Direct Mea	sures; Mat	erials collected/evaluated for progra	am assessment (tests/portfolios/assignn	nents, etc.)
		effectiveness/meeting program lea		· · · · · · · · · · · · · · · · · · ·
(select one or m	ore of the	following and provide appropriate no	arrative below):	
		ols, student/employer/alumni survey		
			ım assessment (tests/portfolios/assignn	nents etc.)
		scriptions –	(, po. 11-0.105, 455,8.111	ierres, etc.,
	<del></del>			
VALDOSTA		tate University - REVISED ( or a REVISED COURSE	COURSE Form	
Approva	ls:	Print:	Signature:	Date:
Departm	nent Head	Karin. Roland	the Mil	4/1/19
College Executive Co	e/Division ommittee	Ellis Heath	Znh	1 APR 19
Dear	n/Director	L. WAYNE A UNLY	Manshland	4/1/19
Graduate Co	Executive ommittee		. 000	
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(for gradu	uate Dean duate course)			
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(for grad Gradu (for grad Academic Co	uate Dean duate course) ommittee	t another college/department?	□ No □ Yes [select college & indica	te department(s)]



# Valdosta State University Curriculum Form

VALDOSTA STATE STATE Required	uest for a NEW C	OURSE		Submission:	
*Course/curriculum	change or additio	n originates with a fa	culty member or cu	riculum committee in	the Academic Program.
College:	College of Busin	ness Administration	i	Dept. Initiating Request:	Economics & Finance
Requestor's Name:	Dr. Karin P. Rol	and		Requestor's Role:	Department Head
	V Course Prefix:	FIN	5 4 A A CONT.	N Course Number: nsult #s in the catalog)	3510
Proposed NE	W Course Title:	Foundations of Fir	ntech		
NEW Course Titl (Limit to 3	e Abbreviation: O character spaces)	Foundations of Fir	ntech		H =
	Prerequisite(s):	FIN3360 with a gra	ade of "C" or bett	er.	
Lecture Hours:	3	Lab/Contact Hou	ırs:	Credit H	lours: 3
Proposed NEW Course	Description: (Lim	it to 50 words. Include r	equisites, cross listing	s, special requirements, o	etc.)*
and investment bankin	g, digital ilivestili	o,	, and maurance.		
Program Level:		assification:	Semester to be	Year to be	Estimated Frequency of
	Course Cl	assification: e (Area A-E) or Requirement		Year to be Effective: 2019	Estimated Frequency of Course Offering:  Every Semester
Program Level:  Undergraduate Graduate Justification: (select or	Course Cl  Core  Maj	assification: e (Area A-E) or Requirement tive following and provi	Semester to be Effective:    Spring   Summer     Summer	Effective: 2019  prrative below:)	Course Offering:  Every Semester
Program Level:  ☑ Undergraduate ☐ Graduate	Course Cl Core Major Elect The or more of the standard outcome	assification: e (Area A-E) or Requirement tive following and provi	Semester to be Effective:    Spring   Summer     Summer	2019  crrative below:) te of State/Federal/	Course Offering:  Every Semester
Program Level:  Undergraduate Graduate  Justification: (select or Improving student)	Course Cl Core Major Electrice or more of the standard outcomest practice(s) in	assification: e (Area A-E) or Requirement tive following and provi	Semester to be Effective:    Fall     Spring     Summer     de appropriate no     Manda     Other -	2019  crrative below:)  te of State/Federal/	Every Semester  Accrediting Agency
Program Level:  Undergraduate Graduate Sustification: (select or Improving student) Adopting current	Course Cl Core Major Electrice or more of the standard outcomest practice(s) in	assification: e (Area A-E) or Requirement tive following and provi	Semester to be Effective:    Fall     Spring     Summer     de appropriate no     Manda     Other -	2019  crrative below:)  te of State/Federal/	Every Semester  Accrediting Agency
Program Level:  Undergraduate Graduate Sustification: (select or Improving student) Adopting current	Course Cl Core Major Electrice or more of the standard outcomest practice(s) in	assification: e (Area A-E) or Requirement tive following and provi	Semester to be Effective:    Fall     Spring     Summer     de appropriate no     Manda     Other -	2019  crrative below:)  te of State/Federal/	Every Semester  Accrediting Agency

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions —
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

Valdosta State University – NEW COURSE Form  Request for a NEW COURSE					
Approv	als:	Print:	Signature:	Date:	
Depart	ment Head	Karin Roland	the MO	4/1/19	
College/Divisio	n Executive Committee	Ellis Heath	220	1 MR1 /9	
Dea	an/Director	I When I Man I	L. WAKE PLUMY	4/1/19	
	e Executive			1//	
	Committee				
Grad	duate Dean raduate course)				
Academic	Committee				
*Will this cl	hange impac	ct another college/department?	□ No □ Yes [select college & indicate	e department(s)]	
College:	Select On	e.	Department(s):		



	• Request for a NEW COURSE				04/1/2019
·····································	m change or additio	n originates with a	faculty member or o	curriculum committee in	the Academic Program.
College	College of Busi	The fact		Dept. Initiating Request:	Economics & Finance
Requestor's Name	Dr. Karin P. Rol	and		Requestor's Role:	Department Head
	W Course Prefix: ations in the catalog)	FIN	10. 1 TO SHOP 1	EW Course Number: Consult #s in the catalog)	3520
Proposed N	EW Course Title:	Financial Techno	ologies		
	le Abbreviation: 30 character spaces)	Financial Techno	ologies		
	Prerequisite(s):	FIN3360 with a g	grade of "C" or bet	ter.	
Lecture Hours:	3	Lab/Contact Ho	(A)	Credit I	lours: 3
Proposed NEW Course	e Description: (Lim	it to 50 words. Include	reauisites cross listir	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	2	W			
Program Level:	Course Cla	ssification:	Semester to be		Estimated Frequency of
☑ Undergraduate	☐ Core	(Area A-E) r Requirement	Semester to be Effective:    Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   Semester to be Effective:   S	Year to be Effective: Fall 2019	Estimated Frequency of Course Offering:  Every Semester
Program Level:  Undergraduate Graduate  Justification: (select or Improving studen Adopting current	Core  Majo  Elect  The or more of the foundation	(Area A-E) or Requirement ive collowing and prov	Effective:    Fall     Spring     Summer	Fall 2019  arrative below:)  ate of State/Federal/A	Course Offering:  Every Semester

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

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# Valdosta State University – NEW COURSE Form • Request for a NEW COURSE

UNION THE CONTROL OF					
Approva	als:	Print:	Signature:	Date:	
Departr	ment Head	Karin Roland	to mo	4/1/19	
College/Division	Executive Committee	Ellis Herk.	2/20	1819	
Dea	n/Director	Mandling	L. WAYE Plany	4/1/4	
Graduate	<b>Executive</b>		,	//	
(	Committee				
(for gra	aduate course)				
	luate Dean aduate course)			3	
Academic (	Committee				
*Will this change impact another college/department?		ct another college/department?	☐ No ☐ Yes [select college & indicate	e department(s)]	
College:	Select On	e.	Department(s):		



Date of

04/1/2019 Request for a NEW COURSE Submission: \*Course/curriculum change or addition originates with a faculty member or curriculum committee in the Academic Program. Dept. Initiating College: **College of Business Administration Economics & Finance** Request: Requestor's Requestor's Name: Dr. Karin P. Roland Department Head Role: **Proposed NEW Course Prefix: NEW Course Number:** FIN 3530 (Consult abbreviations in the catalog) (Consult #s in the catalog) Fintech and Commercial Banking **Proposed NEW Course Title: NEW Course Title Abbreviation:** Fintech and Banking (Limit to 30 character spaces) Prerequisite(s): FIN3360 with a grade of "C" or better. **Lecture Hours:** Lab/Contact Hours: **Credit Hours:** 3 Proposed NEW Course Description: (Limit to 50 words. Include requisites, cross listings, special requirements, etc.)\* The course examines the principles and practices of commercial bank management/bank regulation and the challenges presented by the FinTech revolution, including traditional and emergent competitors as well as demographic, social, and technology forces driving change in the industry. Semester to be Year to be **Estimated Frequency of Program Level: Course Classification: Effective: Effective: Course Offering:** Core (Area A-E) **⊠** Fall □ Undergraduate ☐ Major Requirement ☐ Spring Fall 2019 **Every Semester** ☐ Graduate Summer Justification: (select one or more of the following and provide appropriate narrative below:) ☐ Improving student learning outcomes Mandate of State/Federal/Accrediting Agency Adopting current best practice(s) in field Other -The financial services industries are changing rapidly with the emergence of financial technology (FinTech) disruptors. \*\* Attach General Course Syllabus/Support documents with course outcomes/assessments \*\*

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

Valdosta State University – NEW COURSE Form  • Request for a NEW COURSE						
Approvals:	Print:	Signature:	Date:			
Department He	ad Karin Reland	you mul	4/1/19			
College/Division Executi Committ	7-11	2/2/	1 ARR 19			
Dean/Direct	or L. WATHE PLONLY	Mondal	7/1/18			
Graduate Executi Committ (for graduate cou	ve ee		,			
Graduate De (for graduate cou			×			
Academic Committ	ee		1			
*Will this change im	pact another college/department?	☐ No ☐ Yes [select college & indicate	e department(s)]			
College: Select	One.	Department(s):				



*Course/curriculu	• Request for a NEW COURSE			Submis	sion:	04/1/2	019
	m change or additio	on originates with a fac	culty member or cur	riculum commi	ttee in	the Aca	demic Program.
College of Business Administration				Dept. Initi Req	ating uest:	Econo	omics & Finance
Requestor's Name	Dr. Karin P. Ro	and		Reques	tor's Role:	Depa	rtment Head
	W Course Prefix:	FIN		NEW Course Number: (Consult #s in the catalog) 4800			
Proposed N	EW Course Title:	Financial Analytics and Data Visualizations					
요즘 내가 있다면 하는 것이 없는 것이 없는 것이 없는 것이 없는 것이 없는 것이 없는 것이 없다면	tle Abbreviation: 30 character spaces)	Fin Analytics & Dat	a Vis				
	Prerequisite(s):	FIN3360 with a gra	de of "C" or bette	er.			
Lecture Hours:	3	Lab/Contact Hou			redit H	lours:	3
Proposed NEW Course	e Description: (Lim	iit to 50 words. Include re	equisites, cross listings	, special require	ments, e	etc.)*	
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Program Level:	Course Cl	assification:	Semester to be Effective:	Year to be Effective:		ATTION OF THE PARTY OF	ated Frequency of e Offering:
Program Level:  ☑ Undergraduate ☐ Graduate	Core	e (Area A-E) or Requirement			9	Cours	
□ Undergraduate     □ Undergraduate	☐ Core ☐ Majo	e (Area A-E) or Requirement tive	Effective:    Fall     Spring     Summer	Effective: Fall 201		Cours	e Offering:
☐ Undergraduate ☐ Graduate ☐ Undergraduate ☐ Graduate ☐ Improving studen	☐ Core ☐ Majo ☐ Electore or more of the jet learning outcome	e (Area A-E) or Requirement tive following and provid	Fall  Spring  Summer  e appropriate nar	Effective: Fall 201	)	Cours	e Offering:
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Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **
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Valdosta State University – NEW COURSE Form  • Request for a NEW COURSE					
Approvals:	Print:	Signature:	Date:		
Department Head	Karin Roland	Je MO	4/1/19		
College/Division Executive Committee	= // ( //2-//	200	1 DAR19		
Dean/Director	L. WAYNE PLUMY	Mundhall	4/1/19		
Graduate Executive Committee (for graduate course		0 80			
Graduate Dear (for graduate course			ě		
Academic Committee			3 g		
*Will this change impact another college/department?		☐ No ☐ Yes [select college & indicate	department(s)]		
College: Select O	ne.	Department(s):			

### **FIN 4800 SYLLABUS**

### **DEPARTMENT OF ECONOMICS & FINANCE** LANGDALE COLLEGE OF BUSINESS (LCOBA) VALDOSTA STATE UNIVERSITY (VSU)

**FALL SEMESTER 2019** 

Instructor:

Dr. Karin Pafford Roland

E-mail:

kroland@valdosta.edu

Class Meetings: Monday, Wednesday: 11:00 a.m. - 12:15 p.m.; HSBA3230

Office: HSBA 3002P

Office Hours:

Tuesday/Thursday: 9:00 - 11:00 a.m.; 2:00 - 3:30 p.m

Other: by appointment. Subject to revisions due to administrative conflicts.

Admin. Phone: (229) 245-2234

**Office Phone:** (229) 293-6062

VSU accreditation: The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) is the recognized regional accrediting body in the eleven U.S. Southern states (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and in Latin America for those institutions of higher education that award associate, baccalaureate, master's or doctoral degrees (http://www.sacscoc.org/). VSU is accredited by SACS and thus is committed to its Principles of Accreditation. Consequently, VSU has adopted general education outcomes for student achievement (http://www.valdosta.edu/academics/academic-affairs/vp-office/general-education-council/ge-outcomes.php).

LCOBA accreditation: The programs of the Langdale College of Business are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. To assure quality and promote excellence and continuous improvement in undergraduate and graduate education for business administration, AACSB mandates that its accredited institutions follow The Standards (https://www.aacsb.edu/-/media/aacsb/docs/accreditation/standards/2019-business-standards.ashx?la=en). Fewer than one-third of the business programs in the United States have achieved this distinction of quality. To maintain our commitment to quality, the Langdale College faculty and administration have identified objectives that provide students with the knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers (2019 - 2019 VSU undergraduate catalog).

Finance major objectives: The finance faculty are committed to both the Principles of Accreditation advocated by SACS and the The Standards endorsed by AACSB International. Consequently, to ensure quality and excellence at the major level, the finance faculty has adopted three primary objectives. A finance graduate will be able to (1) demonstrate a working knowledge of corporate finance, financial institutions, markets, and instruments; (2) demonstrate an ability to gather, interpret, and analyze financial information; and (3) demonstrate knowledge of current issues related to finance.

Course Objectives: This course is designed for finance, economics, or accounting majors seeking advanced study in valuation and risk management concepts. The primary purpose is to provide a student-centered learning environment where students examine and analyze the specific decisions management makes to maximize firm value while using SAP® as a tool for guiding business decisions, planning, and executing a strategic business plan. The course integrates various VSU general education outcomes, LCOBA objectives, and finance major objectives to accomplish this purpose. Specifically, students who successfully complete this course will:

- Understand why the weighted average cost of capital is used to evaluate potential capital projects [VSU General Education Outcome 2, LCOBA Objective 5, Finance Major Objectives 1].
- Gather relevant financial details of various publicly traded common stocks using computer technology [VSU General Education Outcomes 2, LCOBA Objectives 1, 5, 7, Finance Major Objectives 1, 2, 3].
- Understand how different types of risk affect a firm's optimal capital structure and its targeted capital structure. [VSU General Education Outcome 2, LCOBA Objectives 1, 5, Finance Major Objective 1].
- Demonstrate the interconnecting nature of business processes by following a standardized business process through its entire life cycle in SAP®. [VSU General Education Outcome 2, LCOBA Objectives 1, 5, Finance Major Objective 1].
- Employ SAP® as a tool for guiding business decisions, planning, and executing a strategic business plan. [VSU General Education Outcome 2, LCOBA Objectives 1, 5, Finance Major Objective 1].

Ultimately, what you get out of this finance class is directly proportional to what you put into it. "Patience, persistence and perspiration make an unbeatable combination for success (Napolean Hill)."

Course Description: This course presents an overview of information systems in a modern organization and their strategic importance in supporting financial business processes. The rationale for business computing will be discussed, along with the underlying financial concepts needed to understand and guide system implementation. Additional business processes such as the procurement process, sales order process, and production process will be presented and modeled using SAP® software.

VSU's Academic Integrity Code: Academic integrity is the responsibility of all VSU faculty and students. Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct. All students are expected to do their own work and to uphold a high standard of academic ethics. If caught cheating, all students involved will receive a grade of "0" on the exam. Student Opinion of Instruction survey (SOI): Students are expected to complete an online SOI that will be available through Banner. Students will receive a notification by VSU e-mail when the SOI is available. SOI responses are anonymous; instructors can view only a summary of all responses two weeks after final grades have been submitted. Complete information about SOIs, including how to access them and a timetable for this term, is available at <a href="http://www.valdosta.edu/academics/academic-affairs/vp-office/sois/welcome.php">http://www.valdosta.edu/academics/academic-affairs/vp-office/sois/welcome.php</a>.

Accommodations Statement: Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The access Office is located in Farbar Hall. The phone numbers are 229-245-2498 (V), 229-375-5871 (VP) and 229-219-1348 (TTY). For more information, please visit <u>VSU's Access Office</u> or email: <a href="mailto:access@valdosta.edu">access@valdosta.edu</a>.

### Title IX Statement

Valdosta State University (VSU) is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. VSU is dedicated to creating an environment where all campus community members feel valued, respected, and included. Valdosta State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, disability, genetic information, or veteran status, in the University's programs and activities as required by applicable laws and regulations such as Title IX. The individual designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: the Director of the Office of Social Equity, titleix@valdosta.edu, 1208 N. Patterson St., Valdosta State University, Valdosta, Georgia 31698, 229-333-5463.

Prerequisite: A grade of C or better in FIN3360.

Required software: Students must purchase a license for the *HEC Montreal ERP Simulation Game* by Leger, Robert, Babin, et al. at a cost of about \$50. Review <a href="https://event.webcasts.com/viewer/event.jsp?ei=1102038">https://event.webcasts.com/viewer/event.jsp?ei=1102038</a> and <a href="https://www.youtube.com/watch?v=pjMUso7mT2Q">https://www.youtube.com/watch?v=pjMUso7mT2Q</a>. Complete assigned modules at <a href="http://www.deloitteifrslearning.com/">https://www.deloitteifrslearning.com/</a>.

Supplemental ERPsim SAP Labs & Textbook ISBN: 9781535208420 - http://www.thecoursewebsite.com/for-instructors

Additional resources (not required): Hacking, Xavier and Martijn van Foeken. SAP Lumira Discovery Edition, First Edition, Rheinwerk Publishing, Inc., 2019 (ISBN: 978-1-4932-1612-3). Essentials of Business Processes and Information Systems by Magal and Word. ISBN 978-0470230596; Brigham, Eugene E. and Joel F. Houston. Fundamentals of Financial Management, Fourteenth Edition, Thomson/South-Western, 2016 (ISBN-13: 9781285867977). Rutherford, Tim. Supplemental ERPsim SAP Labs & Textbook, Second Edition, 2016, ISBN: 978-1535208420)

Calculator: Proficient use of a financial calculator is required to get through the course. Exam problems involve complex arithmetic and financial calculations that necessitate a financial calculator. I recommend either the HP 10-B or the HP 17-B. The HP 10-B is less expensive and does all needed calculations; the HP 17-B, however, is easier to use once you get used to it. The choice is yours. You are responsible for learning how to operate your calculator. Bring your calculator to class.

Attendance and Classroom Etiquette: This is a traditional classroom based course. A significant positive correlation exists between attendance and grades. To create an environment conducive to learning, students must (1) come to class on time, (2) turn off all cell phones, pagers, etc., and (3) remain attentive until the completion of class. Students must conduct themselves in a professional manner at all time. If a student enters the classroom more than 5 minutes after the official start time according to Coordinated Universal Time (UTC), the student's next scheduled exam grade will be reduced by 10 points for every late entry.

Email Etiquette: Students are expected to maintain professional standards even in emails, meaning (1) traditional spelling, grammar, and punctuation rules apply and (2) messages should be brief and to the point; consequently, e-mail is not to be used in lieu of face-to-face tutoring. This is a traditional classroom based course; the instructor will not provide comprehensive instruction of content or tutorials via email. Students may request succinct assistance with problems via email provided that the request includes a complete copy of the question and the step-by-step detail of the process attempted and incorrect answer attained by the student. For more extensive tutoring, students should seek assistance face-to-face with the instructor during office hours or request an appointment with the professor.

Withdrawals: A student can withdraw passing on or before October 11, 2019. After this date, a withdraw passing is only granted to a student if (1) he/she is making a D or better and (2) he/she has experienced hardship, e.g. hospitalization or death in the family. Effective Fall 2010, all undergraduate students are limited to five course withdrawal grades for their entire enrollment at VSU. All subsequent withdrawals will be recorded as withdraw fail (calculated as an 'F' for GPA purposes).

**Grading:** Each student's overall course grade will be calculated on the following work:

Intro ERPsim Storyboards	15%
Exam 1	15%
Extended & Advanced ERPsim Storyboards	50%
Final Exam	20%

Exams: The exams will be in-class multiple choice tests and some graded assignments; you are allowed to use one 8 ½ X 11 inch study sheet during the in-class test; any violation will be construed as cheating, and you will receive a zero for that exam. You cannot merely memorize facts and expect to perform well on the exams. Prior to deep thought, students must gain knowledge (memorize definitions) and comprehension (summarize in your own words). Higher order thinking requires students to evaluate, synthesize, analyze, and/or apply; these skills are necessary to succeed on the exams. You must train your brain to think critically, to synthesize and integrate financial facts and concepts.

Policy Concerning Makeup Exams: No makeup exams will be given for any reason. If a student contacts me PRIOR to exam time and can reasonably justify his absence (e.g. illness or death in the family), the student can substitute a comprehensive exam for that particular exam. For example, if a student is excused from the Exam I, the student must take a comprehensive exam on the last day of class that will count 15% of the overall course grade. A student will not be excused from an exam due to illness unless the student presents a note from a doctor or the infirmary. Student athletes should discuss their schedule with Dr. Roland at the beginning of the semester.

Course Schedul	e: This schedule is tentative and subject to c	hanges announced	during class or other communications.
<u>DATE</u>	ASSIGNMENT	DATE	ASSIGNMENT
08/13	Overview	10/15	Financial Planning & Forecasting
08/15	Foreign Exchange	10/17	Financial Planning & Forecasting
08/20	Foreign Exchange	10/22	Corporate Valuation & Value-Based Mge
08/22	Introduction to HEC Montreal ERPsim	10/24	Corporate Valuation & Value-Based Mge
08/27	SAP Lumira Discovery	10/29	Advanced Storyboard Topics
08/29	SAP Lumira Discovery	10/31	Advanced Storyboard Topcis
09/05	ERPsim: Intro Manufacturing		,
09/10	ERPsim: Intro Manufacturing		
09/12	ERPsim: Intro Manufacturing	11/05	ERPsim: Extended Manufacturing with BI
09/17	LUMIRA PROJECT DUE	11/07	ERPsim: Extended Manufacturing with BI
09/19	Organizations, Processes & Info. Systems	11/12	ERPsim: Extended Manufacturing with BI
09/24	Organizations, Processes & Info. Systems	11/14	EXTENDED MANURACTORING
	•		STORYBOARDS DUE
09/26	Enterprise Systems	11/19	ERPsim: Advanced Manufacturing with BI
		11/26	ERPsim: Advanced Manufacturing with BI
10/01	The Paper Game	11/28	ERPsim: Advanced Manufacturing with BI
10/03	Geospatial Datasets Lumira/ARCgis	12/03	ADVANCED MANUFACTORING
	500 SE-X		STORYBOARDS DUE
10/10	EXAM I: FX, Lumira, Info &		
	Enterprise Systems		
10/11	WITHDRAWAL DEADLINE	12/06	FINAL EXAM: ERPsim, Corporate Valuation,
			Financial Planning & Forecasting
			10:15 a.m. – 12:15 p.m.
	- A TOTAL TO A TOTAL AND A MARKET THE TOTAL AND A TOTA		70170 mim. 13010 him.

### SAP ERPsim - STUDENT AGREEMENT

SAP ERPsim is an experiential learning exercise that allows students to develop knowledge and skills beyond the traditional classroom lecture. A quote from the philosopher Confucius succinctly describes experiential learning:

I HEAR AND I FORGET I SEE AND I REMEMBER I DO AND I UNDERSTAND

As a student in Dr. Roland's FIN4800 course, I understand that SAP ERPsim is an experiential learning exercise as described above and agree to the following conditions:

- 1) I will actively participate in all group meetings and discussions. Any absence or lack of participation will be documented. Each documented absence or non-participation will result in a ten point reduction of my next exam grade or ERPsim grade.
- 2) I will submit my storyboards within the time constraints specified in the syllabus. Each tardy submission will result in a ten point reduction of my next exam grade.
- 3) I will autonomously read and seek to comprehend the Manufacturing Game: Participants Guide. I understand that Dr. Roland will provide guidance but will not provide detailed tutoring that would negate the experiential part of the learning exercise.
- 4) I will document my reflection and self-evaluation of decisions thereby earning ERPsim points. Each deficient or simplistic storyboard submitted will result in a ten point reduction of my next exam grade. Each tardy submission will also result in a ten point reduction of my next exam grade.
- 5) I understand that if I am absent from class during an ERPsim, 10 points will be deducted from the next ERPsim assignment.
- 6) I will notify Dr. Roland of any group member that is habitually absent or inactive within the group.
- 7) I understand that if I am fired with cause, I will forfeit ALL ERPsim POINTS for ALL EXAMS regardless.

	и		
Student Signature		Date	



VALPOSTA STATE STATE Building-fife-Nations/	uest for a NEW C	OURSE		Submission:	04/1/2019	
*Course/curriculun	n change or additio	n originates with a fa	culty member or cu	rriculum committee in	the Academic Program.	
College:	College of Busin	ness Administration	1	Dept. Initiating Request:	Economics & Finance	
Requestor's Name:	Dr. Karin P. Rol	and		Requestor's Role:	Department Head	
	V Course Prefix: tions in the catalog)	FIN		W Course Number: onsult #s in the catalog)	4810	
Proposed NE	W Course Title:	FinTech in Asia				
NEW Course Title Abbreviation: (Limit to 30 character spaces)		FinTech in Asia				
	Prerequisite(s):	FIN3360 with a gr	ade of "C" or bett	er.		
Lecture Hours:	3	Lab/Contact Ho	urs:	Credit H	lours: 3	
Proposed NEW Course	Description: (Lim	it to 50 words. Include i	requisites, cross listing	s, special requirements, e	etc.)*	
Program Level:	Course Cl	assification:	Semester to be Effective:	Year to be Effective:	Estimated Frequency of Course Offering:	
☑ Undergraduate ☐ Graduate		(Area A-E) or Requirement		Fall 2019	Once per Year	
Justification: (select or		tive	☐ Summer			
	ne or more of the			arrative below:)		
<ul><li>☐ Improving studen</li><li>☐ Adopting current</li></ul>	t learning outcom	following and provi	ide appropriate na —	te of State/Federal/	Accrediting Agency	
Adopting current	t learning outcom best practice(s) in	following and provi es field	ide appropriate na	te of State/Federal/		

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

. . .

VALDOCTA		tate University – NEW COU r a NEW COURSE	JRSE Form		
Approvals:		Print:	Sign	nature:	Date:
Departmen	nt Head	Karin Roland	The !	20	4/1/19
College/Division Exe Com	ecutive imittee	Ellis Heath	2	2	1 NR 19
Dean/D	irector	L. WAYKE RUMLY	Manage	Many	4/1/19
Graduate Exe Com (for graduat	mittee				
Graduat (for graduat	NAME OF STREET				
Academic Com	nmittee				
*Will this chang	ge impac	t another college/department?	□ No □ Yes [	select college & indicate	e department(s)]
College: Se	elect One	2.	Department(s):	7	

### FIN4810 SYLLABUS

### DEPARTMENT OF ECONOMICS & FINANCE

### LANGDALE COLLEGE OF BUSINESS (LCOBA) VALDOSTA STATE UNIVERSITY (VSU) FALL SEMESTER 2019 - HONG KONG

Instructor:

Dr. Karin Pafford Roland

E-mail:

kroland@valdosta.edu

Class Meetings: Monday, Wednesday: 2:00 - 3:15 p.m.; HSBA3050

Office:

**HSBA 3002P** 

Office Hours:

Tuesday/Thursday: 9:00 - 11:00 a.m.; 2:00 - 3:30 p.m

Other: by appointment. Subject to revisions due to administrative conflicts.

Admin. Phone: (229) 245-2234

Office Phone: (229) 293-6062

VSU accreditation: The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) is the recognized regional accrediting body in the eleven U.S. Southern states (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and in Latin America for those institutions of higher education that award associate, baccalaureate, master's or doctoral degrees (http://www.sacscoc.org/). VSU is accredited by SACS and thus is committed to its Principles of Accreditation. Consequently, VSU has adopted general education outcomes for student achievement (http://www.valdosta.edu/academics/academic-affairs/vp-office/general-education-council/ge-outcomes.php).

LCOBA accreditation: The programs of the Langdale College of Business are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. To assure quality and promote excellence and continuous improvement in undergraduate and graduate education for business administration, AACSB mandates that its accredited institutions follow The Standards (https://www.aacsb.edu/-/media/aacsb/docs/accreditation/standards/2019-business-standards.ashx?la=en). Fewer than one-third of the business programs in the United States have achieved this distinction of quality. To maintain our commitment to quality, the Langdale College faculty and administration have identified objectives that provide students with the knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers (2019 - 2019 VSU undergraduate catalog).

Finance major objectives: The finance faculty are committed to both the Principles of Accreditation advocated by SACS and the The Standards endorsed by AACSB International. Consequently, to ensure quality and excellence at the major level, the finance faculty has adopted three primary objectives. A finance graduate will be able to (1) demonstrate a working knowledge of corporate finance, financial institutions, markets, and instruments; (2) demonstrate an ability to gather, interpret, and analyze financial information; and (3) demonstrate knowledge of current issues related to finance.

Course Objectives: This course is designed for students seeking advanced study in digital disruption on valuation and risk management concepts. The primary purpose is to provide a student-centered learning environment where students examine and analyze the specific decisions management makes to maximize firm value with special focus on doing business in Asia. The course integrates various VSU general education outcomes, LCOBA objectives, and finance major objectives to accomplish this purpose. Specifically, students who successfully complete this course will:

- Link Financial Theory with Financial Practices in a Global environment (VSU General Education Outcome2, LCOBA Objectives 1 and 5, Finance Major Objectives 1 and 2) by expanding on the terminology, models, analytic techniques and processes examined in the typical Principles of Finance course of study.
- Reinforce the theoretical and practical applications of financial management by focusing on digital disruption in Asia, primarily through the vehicle of case studies (VSU General Education Outcome2, LCOBA Objectives 1 and 5, Finance Major Objectives 1 and 2).

Ultimately, what you get out of this finance class is directly proportional to what you put into it. "Patience, persistence and perspiration make an unbeatable combination for success (Napolean Hill)."

Course Description: The course reinforces the theoretical and practical applications of advanced financial management by focusing on digital disruption in Asia, primarily through the vehicle of case studies.

VSU's Academic Integrity Code: Academic integrity is the responsibility of all VSU faculty and students. Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct. All students are expected to do their own work and to uphold a high standard of academic ethics. If caught cheating, all students involved will receive a grade of "0" on the exam. Student Opinion of Instruction survey (SOI): Students are expected to complete an online SOI that will be available through Banner. Students will receive a notification by VSU e-mail when the SOI is available. SOI responses are anonymous; instructors can view only a summary of all responses two weeks after final grades have been submitted. Complete information about SOIs, including how to access them and a timetable for this term, is available at http://www.valdosta.edu/academics/academic-affairs/vp-office/sois/welcome.php.

Accommodations Statement: Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The access Office is located in Farbar Hall. The phone numbers are 229-245-2498 (V), 229-375-5871 (VP) and 229-219-1348 (TTY). For more information, please visit VSU's Access Office or email: access@valdosta.edu.

### Title IX Statement

Valdosta State University (VSU) is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. VSU is dedicated to creating an environment where all campus community members feel valued, respected, and included. Valdosta State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, disability, genetic information, or veteran status, in the University's programs and activities as required by applicable laws and regulations such as Title IX. The individual designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: the Director of the Office of Social Equity, titleix@valdosta.edu, 1208 N. Patterson St., Valdosta State University, Valdosta, Georgia 31698, 229-333-5463. 

Prerequisite: A grade of C or better in FIN3350.

Required text: Rubini, A. FinTech in a Flash: Financial Technology Made Easy. 2017.

Attendance and Classroom Etiquette: This is a traditional classroom based course. A significant positive correlation exists between attendance and grades. To create an environment conducive to learning, students must (1) come to class on time, (2) turn off all cell phones, pagers, etc., and (3) remain attentive until the completion of class. Students must conduct themselves in a professional manner at all time. If a student enters the classroom more than 5 minutes after the official start time according to Coordinated Universal Time (UTC), the student's next scheduled exam grade will be reduced by 10 points for every late entry.

Email Etiquette: Students are expected to maintain professional standards even in emails, meaning (1) traditional spelling, grammar, and punctuation rules apply and (2) messages should be brief and to the point; consequently, e-mail is not to be used in lieu of face-to-face tutoring. This is a traditional classroom based course; the instructor will not provide comprehensive instruction of content or tutorials via email. Students may request succinct assistance with problems via email provided that the request includes a complete copy of the question and the step-by-step detail of the process attempted and incorrect answer attained by the student. For more extensive tutoring, students should seek assistance face-to-face with the instructor during office hours or request an appointment with the professor.

Withdrawals: A student can withdraw passing on or before October 11, 2019. After this date, a withdraw passing is only granted to a student if (1) he/she is making a D or better and (2) he/she has experienced hardship, e.g. hospitalization or death in the family. Effective Fall 2010, all undergraduate students are limited to five course withdrawal grades for their entire enrollment at VSU. All subsequent withdrawals will be recorded as withdraw fail (calculated as an 'F' for GPA purposes).

Grading: Each student's overall course grade will be calculated on the following work:

Case Study Presentations 3% Midterm 30% Doing Business in Hong Kong -40%

Paper

Exams: The exams will be in-class multiple choice tests and some graded assignments; you are allowed to use one 8 ½ X 11 inch study sheet during the in-class test; any violation will be construed as cheating, and you will receive a zero for that exam. You cannot merely memorize facts and expect to perform well on the exams. Prior to deep thought, students must gain knowledge (memorize definitions) and comprehension (summarize in your own words). Higher order thinking requires students to evaluate, synthesize, analyze, and/or apply; these skills are necessary to succeed on the exams. You must train your brain to think critically, to synthesize and integrate financial facts and concepts.

Policy Concerning Makeup Exams: No makeup exams will be given for any reason. If a student contacts me PRIOR to exam time and can reasonably justify his absence (e.g. illness or death in the family), the student can substitute a comprehensive exam for that particular exam. For example, if a student is excused from the Exam I, the student must take a comprehensive exam on the last day of class that will count 15% of the overall course grade. A student will not be excused from an exam due to illness unless the student presents a note from a doctor or the infirmary. Student athletes should discuss their schedule with Dr. Roland at the beginning of the semester.

Course Sche	dule: This schedule is tentative and subject to change	s announced durin	g class or other communications.
<u>DATE</u>	ASSIGNMENT	DATE	ASSIGNMENT
08/13	Globalization		
08/15	National Differences		
	In Political, Economic, Legal Systems		
08/20	National Differences in		
	Economic Development		
08/22	Differences in Culture		
38/27	Differences in Culture		
08/29	Ethics, Social Responsibility,		
	And Sustainability		
09/05	Foreign Exchange Market		
39/10	Foreign Exchange Market		
09/12	MIDTERM		
		12/10	Hong Kong
39/17	Alibaba Case Study	12/11	Hong Kong
ñ		12/12	Hong Kong
39/19	WeLab Case Study	12/13	Hong Kong
		12/14	Hong Kong
09/24	Tencent Case Study	12/17	Hong Kong
09/26	JD.com Case Study	12/18	Hong Kong
10/01	Xiaomi Case Study	12/19	Hong Kong
		01/08	Hong Kong Paper due:
10/11	WITHDRAWAL DEADLINE		11:59 p.m.

Date of

04/1/2019

**CURRICULUM CHANGE OR REVISED CATALOG COPY** Submission: \*Course/curriculum change or addition originates with a faculty member or curriculum committee in the Academic Program. **Dept. Initiating** Dept. of Marketing & International College: College of Business Administration Request: **Business** Requestor's Requestor's Faculty Dr. Aubrey R. Fowler III Name: Role:  $\boxtimes$ **Curriculum Change Revised Catalog Copy Check One Option:** (Changes to Program/Degree) (New Learning Outcomes, Admissions/Program Policies, Narrative, etc.) **Estimated Frequency of** Year to be **Course Classification:** Semester to be Effective: **Program Level: Effective: Course Offering:** ☐ Core □ Undergraduate ☐ Major Requirement □ Spring 2019 Select One. □ Graduate **⊠** Elective □ Summer Degree/Program Minor in Advertising and Promotions Name: **Current Catalog** https://www.valdosta.edu/colleges/business/deans-office/minor-in-advertising--promotions-.php **URL: Proposed Requirements:** (hover over for instructions) **Present Requirements: Required Courses: Required Courses:** MKTG 3050 - Introduction to Marketing 3 MKTG 3050 - Introduction to Marketing 3 MKTG 3080 - Marketing Tools\* 3 MKTG 3080 - Visual Media in Business 3\* MKTG 4000 - Advertising and Promotion 3 MKTG 4000 - Principles of Promotion 3 MKTG 4050 - Creative Advertising Strategy 3 MKTG 4300 - Creative Advertising Strategy 3 Electives Electives Select six (6) hours from the following: 6 Select six (6) hours from the following: 6 ART 3071 - Black and White Photography 3 ART 3071 - Black and White Photography 3 ART 3072 - Digital Photography 3 ART 3072 - Digital Photography 3 ART 3091 - Graphic Design I 3 ART 3091 - Graphic Design I 3 COMM 2100 - Introduction to Communication Theory 3 COMM 2100 - Introduction to Communication Theory 3 COMM 3000 - Qualitative Communication Research **COMM 3000 - Qualitative Communication Research** Methods 3 Methods 3 PREL 2000 - Introduction to Public Relations 3 PREL 2000 - Introduction to Public Relations 3 ENGL 2080 - Grammar and Style 3 ENGL 2080 - Grammar and Style 3 ENGL 3020 - Technical Writing and Editing 3 ENGL 3020 - Technical Writing and Editing 3 JOUR 3080 - Editing for Publications 3 JOUR 3080 - Editing for Publications 3 JOUR 4500 - Document Design 3 JOUR 4500 - Document Design 3 MDIA 2000 - Introduction to Mass Media 3 MDIA 2000 - Introduction to Mass Media 3 MKTG 4720 - Advertising Culture and Ethnography 3 MKTG 4010 - Digital Marketing 3 MKTG 4020 - Social Media Marketing 3 MKTG 4730 - Advertising and Society 3 MKTG 4030 - Advertising Culture and Ethnography 3 SOCI 3090 - Mass Media and Popular Culture 3 MKTG 4040 - Advertising and Society 3 Total Hours 18 SOCI 3090 - Mass Media and Popular Culture 3 \* Students may substitute ART 2030 or MDIA 2500 in place Total Hours 18 of MKTG 3080; however, those students who do so must \* If not offered for more than one year, students may take either MKTG 4720 or MKTG 4730. substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must take either MKTG 4010, or MKTG 4020, or MKTG 4030 or MKTG 4040.

Justification: (select one or	more of the following and provide	e appropriate narrative below:)	
	rning outcomes	☐ Mandate of State/Federal/Accrediting	Agency
	practice(s) in field	Other –	2
The revised requirements f	or the minor reflect the addition of	of two marketing electives to the minor (one	new and one
revised) that embody the c	urrent importance of technology	and its use in advertising and promotions. Tl	nis revision also
reflects a change to the cou	urse title of one of the required co	urses. Finally, the new requirements remov	e the potential
exceptions available for stu	idents in regards to MKTG 3080. G	iiven the change in title and description of t	he course and
given the difficulty student	s have in taking the suggested alte	ernatives, all students will now be required t	o take MKTG
3080.			
Source of Data to Support	Change (select one or more of the	following):	
	ls, student/employer/alumni surv	eys, etc.	
☐ Direct Measures; Mate	erials collected/evaluated for prog	gram assessment (tests/portfolios/assignme	nts, etc.)
_	effectiveness/meeting program life.		
	Is, student/employer/alumni surv		
19 19 19 19 19 19 19 19 19 19 19 19 19 1		gram assessment (tests/portfolios/assignme	nts, etc.)
Other Data Source Des			, ,
	56119416115		
			2
	tate University – Curricu UM CHANGE OR REVISED CATALOG	lum Change or Revised Catalog	Copy Form
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Andre P. Rogers	4/1/2019
College/Division	Ellis Heath		4/1/2019

Approv	als:	Print:	Signature:	Date:
Departr	ment Head	Hudson P Rogers	Sudan P. Roger	4/1/2019
Colleg Executive (	ge/Division Committee	Ellis Heath -	2	4/1/2019
Dea	n/Director	Dean Wayne Plumly	Many they	4/1/2019
(	E Executive Committee aduate course)			
	luate Dean aduate course)			
Academic (	Committee			
*Will this c	hange impa	ct another college/department?	☑ No ☐ Yes [select college & indicate	e department(s)]
College:	Select On	e.	Department(s):	

VALDOSTA STATE Biologist Biologist Clarics Biologist Clarics	ICULUM CHANGE OR REVISED	CATALOG	СОРУ	Submission:	04/1/2019	
*Course/curricului	m change or addition originates	with a facult	ty member or curric	culum committe	e in the Academic Program.	
College: C	College of Business Administra	ation	Dept. Initiati Reque	L.	Dept. of Marketing & International Business	
Requestor's Name:	ary Futrell		Requestor's Role:			
Check One Option:	Curriculum Change (Changes to Program/Degree)		ed Catalog Copy	issions/Program Po	liciae Narrativa etc.)	
Program Level:			r to be Effective:  Year to be Effective:		Estimated Frequency of Course Offering:	
☑ Undergraduate ☐ Graduate	<ul><li>□ Core</li><li>□ Major Requirement</li><li>☒ Elective</li></ul>	<ul><li>☑ Fall</li><li>☐ Spring</li><li>☐ Summe</li></ul>	er	2019	Select One.	
Degree/Program Name:	Minor in Professional Sales	,				
Current Catalog URL:	http://catalog.valdosta.edu administration/marketing-i	: III				
Present Requirement	s:		Proposed Requir	ements: (hove	er over for instructions)	
Electives * Select six (6) hours from COMM 1100 - Human COMM 1110 - Public Strong COMM 2100 - Introduction MGNT 4200 - Leaders MKTG 4070 - Readings PHIL 2030 - Ethics and PHIL 3120 - Ethical The PSYC 3710 - Social Psys SOCI 3710 - Social Psys SOCI 3710 - Improvise THEA 1710 - Improvise THEA 2850 - Acting for Total Hours 18  * Non-business majors 29 credit hours of busithe minor causes the strong COMM 1200 - Social Psys SOCI 3710 - Social Psys SOCI 3710 - Improvise THEA 1710 - Improvise THEA 1710 - Improvise THEA 2850 - Acting for Total Hours 18	onal Selling 3 anagement for Salespeople anagement 3  om the following: 6 Communication 3 Speaking 3 action to Communication The hip Skills 3 s in Sales and Marketing 3 I Contemporary Society 3 eory 3 echology 3 cchology 3 cchology 3	num of vel). If dit hour te the	MGNT 4200 - Lea MKTG 4180 - Pra MKTG 4220 - Ret MKTG 4670 - Ma MKTG 4730 - Bus MKTG 4750 - Ma PHIL 2030 - Ethica PHIL 3120 - Ethica PSYC 3710 - Socia SOCI 3710 - Socia THEA 1710 - Impo THEA 2850 - Action Total Hours 18	roduction to Marfessional Sellinyanced Professes Managements of Marie Ma	ng* 3 sional Selling 3 nt 3  Illowing: 6 nication 3 3 Communication Theory 3 3 essional Selling 3 els 3 ess Marketing 3 rices 3 corary Society 3 3 3	

lustification: (select one	or more of the following and provide	annunting below)	
_		_	
☐ Improving student le			ting Agency
		☐ Other –  ing of courses, the deletion of MKTG 3	070 T
		G 4160 Advanced Professional Selling.	
			• • • • • • • • • • • • • • • • • • • •
		ing) was deleted from the inventory of Marketing Channels; MKTG 4730 Busi	
77		ded as electives to the minor that wou	
		a more specific marketing environme	
take any or those courses	if they wished to tailor the million to	a more specific marketing environme	iit.
Source of Data to Suppor	t Change (select one or more of the	following):	
☐ Indirect Measures; S	Ols, student/employer/alumni surve	ys, etc.	
☐ Direct Measures; Ma	terials collected/evaluated for prog	ram assessment (tests/portfolios/assig	nments, etc.)
	e effectiveness/meeting program le following and provide appropriate i		
☐ Indirect Measures; S0	Ols, student/employer/alumni surve	ys, etc.	
□ Direct Measures; Ma	terials collected/evaluated for progr	ram assessment (tests/portfolios/assig	nments, etc.)
Other Data Source De			, ,
	- Contraction - S		
VALDOCTA	State University – Curricul UM CHANGE OR REVISED CATALOG	um Change or Revised Catal	og Copy Form
VAL DOCTA			og Copy Form  Date:
VALDOSTA TATE Sentence Sentence Sentenc	UM CHANGE OR REVISED CATALOG	СОРУ	
VALDOSTA STATE STA	UM CHANGE OR REVISED CATALOG  Print:	СОРУ	Date:
Approvals:  Department Head  College/Division	Print:  Hudson P Rogers	СОРУ	Date: 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 - 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive Committee	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 - 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive Committee  (for graduate course)	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 - 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive Committee	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 - 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive Committee  (for graduate course)  Graduate Dean	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 - 4/1/2019
Approvals:  Department Head  College/Division Executive Committee  Dean/Director  Graduate Executive Committee (for graduate course)  Graduate Dean (for graduate course)  Academic Committee	Print:  Hudson P Rogers  Ellis Heath	СОРУ	Date: 4/1/2019 4/1/2019 4/1/2019

VALDOSTA STATE bridge for the York Currency flowlying flowlying flowlying for the York Currency flowlying flow	RRIC	CULUM CHANGE OR REVISED			Date of Submission:	04/1/2019
*Course/curricu	ılun	n change or addition originates	with a facul	ty member or curric	culum committed	e in the Academic Program.
College:	Co	ollege of Business Administra	ation	Dept. Initiati Reque		Marketing & International
Requestor's Name:	Di	r. Ed. D. Walker II & Hudson	P Rogers	Requesto Ro	Denartme	ent Head
Check One Optio	n:	Curriculum Change (Changes to Program/Degree)	i	sed Catalog Copy	issions/Program Pol	icies Narrative etc.)
Program Level:	8	Course Classification:	25555	to be Effective:	Year to be Effective:	Estimated Frequency of Course Offering:
☑ Undergraduate	e	<ul><li>☐ Core</li><li>☐ Major Requirement</li><li>☒ Elective</li></ul>			2019	Select One.
Degree/Program	- 1	Minor in Logistics and Supp	oly Chain M	anagement		
Current Catalo UR		http://catalog.valdosta.edu administration/managemen management/				
Present Requireme	ents	¥		Proposed Requir	ements: (hove	r over for instructions)
Required Courses:				Required Course	s:	
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Justification: (selec	t or	ne or more of the following a	ınd provide	appropriate narr	ative below:)	
<b>-</b>		t learning outcomes		<b>-</b>	_	ccrediting Agency
-		best practice(s) in field		Other -		
		nts reflect a renumbering of			· vorus	
		port Change (select one or m		30 <del>-3</del> 054		
—		; SOIs, student/employer/al Materials collected/evaluate			acts/partfalia	c/assignments atal
		rrse effectiveness/meeting			ests/portiono:	y assignments, etc.)
(select one or more	of t	the following and provide ap	propriate n	arrative below):		
		; SOIs, student/employer/al		- n		
		Materials collected/evaluate Descriptions –	d for progr	am assessment (t	ests/portfolios	s/assignments, etc.)
Other Data 300	41 00	Descriptions –	300-1	10.00		

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# Valdosta State University – Curriculum Change or Revised Catalog Copy Form • CURRICULUM CHANGE OR REVISED CATALOG COPY

Approvals:		Print:	Signature: Da		Date:
Department Head		Ed D. Walker, II & Hudson P Rogers	The Huston	1. Rosen	4/1/2019
College/Division Executive Committee		Ellis Heath			4/1/2019
De	an/Director	Dean Wayne Plumly	L. Mar	Jak L	4/1/2019
	e Executive Committee raduate course)			0	
	duate Dean raduate course)	8			
Academic	Committee				
*Will this o	change impa	ct another college/department?	□ No ⊠ Yes [	select college & indicate	department(s)]
College: College of Business Administration		Department(s):	Management & Mar	keting	

(2)
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Date of

VALDOSTA STATE  • Request for a NEW COURSE					bmission:	04/1/2	019
*Course/curriculur	n change or additio	n originates with a facul	Ity member or	curriculum c	ommittee in	the Aca	demic Program.
College:	College of Busin	ness Administration		Dept	Initiating Request:		of Marketing & national Business
Requestor's Name:	Dr. Aubrey R. F	owler III		Re	equestor's Role:	Facult	У
	N Course Prefix:	мктб			V Course Number:		Party of Statement
Proposed N	EW Course Title:	Social Media Market	ing				
	le Abbreviation: 30 character spaces)	Social Media Market	ting	* -			
The second secon	Prerequisite(s):	MKTG 4000 with a g	rade of "C" o	r better.			
Lecture Hours:	3	Lab Hours	:		Credit H	lours:	3
<b>Proposed NEW Course</b>	Description: (Lim	it to 50 words. Include requ	uisites, cross list	tings, special r	equirements, o	etc.)*	8 x
different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools to marketing efforts.							
Program Level:	Course Cl	assification	emester to l		D 100 100		ated Frequency of
	Course Cl	assification: E	emester to liffective:	be Year to	D 100 100		ated Frequency of se Offering:
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<ul> <li>✓ Undergraduate</li> <li>✓ Graduate</li> <li>Justification: (select of proving student)</li> </ul>	Core  Major Elect The or more of the set learning outcome best practice(s) in the set of today's marketing as a set of the skills needed.	or Requirement tive  following and provide nes n field  keting efforts is social special topics course of	Fall Spring Summer appropriate Man Other	narrative bedate of States	ve: 2019 elow:) re/Federal/ is point, the	One Accredi	ting Agency eting department bring the

VALDOSTA STATE LOGICA VALDOSTA L						
Approvals:	Print:	Signature:	Date:			
Department Head	Hudson P. Rogers	Aulant- Logers	4/1/2019			
College/Division Executive Committee	Ellis Heath		4/1/2019			
Dean/Director	Dean Wayne Plumly	I Many lings	4/1/2019			
Graduate Executive		000				
Committee (for graduate course)			9			
Graduate Dean (for graduate course)			7			
Academic Committee						
*Will this change impa	ct another college/department?	No □ Yes [select college & indicate]	department(s)]			

College:

Select One.

Department(s):

### **MKTG 4020: Social Media Marketing**

Summer 2018: Online

Aubrey R. Fowler III, arfowler@valdosta.edu

Office: Pound Hall, 2002D

Office Telephone: 245-6458, Cell Phone: 229-460-1272

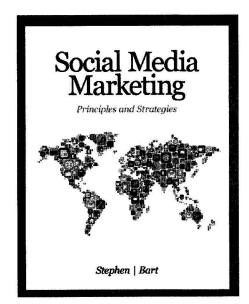
Office Hours: By appointment

**REQUIRED TEXTS:** The following texts will be used in this class.

 Stukent (2017) Social Media Marketing (Text and Simulation bundle) CC-03DB34

### **COURSE DESCRIPTION**

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give



consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers.

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.

The emphasis of this course is instead on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

### **ASSIGNMENTS**

Chapter Quizzes: Each chapter in the Social Media Marketing text ends with a chapter quiz. You must read each chapter and complete each quiz by the assigned due date. There are a total of twelve quizzes, each consisting of 10 multiple choice and true/false questions. You have ten minutes to complete each quiz, so make sure you read the chapter before taking each quiz. Each one is worth up to ten points and together, they comprise 20% of your grade.

Mimic Simulation: The simulation bundled with your text will give each student a taste of what it is like to run a social media marketing campaign for a business. There will be twelve rounds to the simulation which will unfold across the breadth of the semester. It is likely that you will not do very well for the first round or two as you learn the ins and outs of the simulation, but don't worry. The first two rounds along with the materials provided to you will help prepare you for success in social media marketing. The simulation will comprise 20% of your grade.

Social Media Content Analysis Project: For this project, you will imagine yourself as a new social media intern working for a company called Buhi Bags: an up-and-coming fashionable bag company. Buhi needs to perform some competitive analysis on its competition, Herschel Supply Co., specifically the type of content they publish about their products. Some of their content will be good and some not so good. The analysis needs to cover the last 30 days, and the newest post must be at least one day old. To complete this project, you will need to examine Herschel Supply Co.'s Facebook and Instagram pages to see what they are doing. After your analysis is completed, you will need to make recommendations on the data that you gather and analyze from those pages. Further instructions are located on the Stukent site. You can complete the project individually or as part of a group of no more than three people. The project will comprise 20% of your grade.

**Midterm and Final Exam:** There will be two exams. These exams will be based upon the reading that is done for class. Each exam will also be comprehensive in nature and take place online within a given 24 hour period from Midnight to Midnight on the assigned date. The midterm exam will occur on Sunday, July 1<sup>st</sup>. The final exam will occur on Wednesday, July 25<sup>th</sup>. Each exam will comprise 20% of your grade.

### **GRADE BREAKDOWN**

As you have seen, each assignment is worth a certain number of points, but ultimately, your grade is your choice. If you keep up with the work in a timely fashion over the course of the semester, you will most likely do well in the class; but if you procrastinate and rely simply on your ability to get by, then you may not do as well as you'd like. Remember, ability plus effort equals success.

Assignment	Projectatype	Percentage	Due Date
Mid-Term Exam	ind.	20%	July 1 <sup>st</sup>
Final Exam	Ind.	20%	July 25 <sup>th</sup>
Chapter Quizzes	Ind.	20%	Ongoing
Mimic Simulation	ind.	20%	Ongoing
Social Media Analysis	Ind/Group	20%	July 23 <sup>rd</sup>

Grades will be scaled according to the range shown at the right. I build grades based upon this system which means that someone who has 94.9 points or 94.9% of the possible grade has exactly that as there will be no rounding up. Let me restate that: I DO NOT ROUND UP TO THE NEAREST PERCENTAGE POINT. I also do not "give" points away, so if you are a point or two away from an A, do not ask me to "give" you points. However, if you do see a mistake, please bring that to my attention as soon as possible. I will give everyone at least 24 hours to discuss their grade with me before I post them at the end of the semester.

A:	95—100
B:	82-94.9
C:	68-81.9
D:	60-67.9
F:	Below 60
	100

Keep in mind that no one "deserves" a grade; you earn it, and you earn it by working at it. If you slack off a bit and demonstrate average ability, then the best you can hope to get out of the class is a C. Perform in an above average manner, and you may rise to the level of a B. To receive an A in the class, you will have to demonstrate your ability to move above and beyond average expectations, and that means engaging in the work assigned to you and investing in your study of consumer behavior. As you can see, the grading scale reflects the ease with which an individual grade can be achieved. In other words, you will have to show me that you and your work are something special to get that A.

One Final Note: All business majors must complete this class with a C in order to be eligible for graduation with a business degree.

### **CLASS POLICIES**

Your classroom should be a place for open, honest, and unadulterated conversation and learning. It will be a place where I or your fellow classmates may challenge your own thoughts and philosophies on topics ranging from the treatment of women in advertising to the impact of consumer culture on the human body to much more controversial topics. But it will also be a community of respect for others where we seek to help and understand. As such, a few policies need to be in place to assure that everyone is treated with fairness and respect.

Harassment: Neither the Marketing Department nor LCOBA nor I will tolerate sexual or racial harassment in the classroom. As I see it, classroom harassment is any behavior that makes another student feel threatened or uncomfortable in the presence of another student. This classroom harassment can occur outside of the classroom and through various media such as texting and Facebook. If I witness any such harassment in my class during any discussions or otherwise, you will be asked to leave the classroom immediately. As such, the person asked to leave will fail the class and be subject to disciplinary review at the university level.

If you should experience problems in this area, you may contact me, the Chair of the Department of Marketing & International Business, the Dean of LCOBA, or the Campus Affirmative Action & Diversity Office.

**Academic Dishonesty:** Plagiarism and cheating will not be tolerated. All forms of academic dishonesty will result in a grade of "F" being assigned to the course. Academic dishonesty includes, but is not limited to, plagiarism, copying exam answers, and unauthorized use of aids during exams. The academic integrity violations, as presented on page 61 of that VSU Student Academic Handbook are listed as follows:

- No student shall use or attempt to use unauthorized materials or devices to aid in achieving a better grade in a component of a class.
- No student shall receive or give or attempt to receive or give assistance not authorized by the
  instructor in the preparation of an essay, laboratory report, examination, or other assignment
  included in any academic course.
- No student shall take or attempt to take, steal, or otherwise procure in an unauthorized manner any
  material pertaining to the conduct of a class, including but not limited to tests, examinations,
  laboratory equipment, and roll books.
- No student shall sell, give, lend, or otherwise furnish to any unauthorized person material which can
  be shown to contain the questions or answers to any examinations scheduled to be given at any
  subsequent date in any course of study offered by the University, without authorization from the
  University.

- No student shall engage in plagiarism, which is presenting the words or ideas of another person as if
  they were the student's own. Essays, term papers, laboratory reports, tests, online writing
  assignments, and other similar requirements must be the work of the student submitting them.
   Some typical examples of plagiarism are:
  - a) Submitting an assignment as if it were one's own work when, in fact, it is at least partly or entirely the work of another.
  - b) Submitting a work that has been purchased or otherwise obtained from an Internet source or another source.
  - c) Incorporating the words or ideas of an author into one's paper without giving the author due credit, e.g., when direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper, they must be appropriately acknowledged.

Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <a href="http://owl.english.purdue.edu/">http://owl.english.purdue.edu/</a>









Students with Special Needs: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the Valdosta State University to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. Students requiring classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 115 Nevins Hall (Phone: 245-2498 or 219-1348).

Contacting the Professor: Throughout the semester, you may find need to contact me via email. When you do so, please include in the subject line the class designation followed by a dash followed by a brief description of the subject of your email. For instance, if you need to ask a question about a particular due date, the subject line of your email would look like this: MKTG 3810—Social Media Analysis Due Date. Or, if you need to set up a time to meet with me, then the subject line would look like this: MKTG 4810—Appointment. Doing so allows me to organize your emails so that I can refer back to them at a later date if necessary. I will not, however, answer any emails having to do with a question about the content of a particular lecture or a test question. For any questions you have concerning the content of the class—including lectures, test questions, project clarification, etc.—please see me during my office hours or by appointment.









I do answer my phone between the hours of 9:00 AM and 11 PM unless otherwise occupied. If I do not answer, please leave a message stating your name and the class for which you are calling. I will return your call or text as soon as I can.

A Few Thoughts on Your Participation: This is your class, and I expect you to take ownership of the class. By that I mean, come to class prepared to participate, to ask questions, and to challenge yourself and your fellow students and even me. Please feel free to come to me with any problem you have in the classroom, be it with another student or with my approach in class. And please feel free to tell me how I'm doing as we progress.

Also keep in mind that the classroom is full of students who are trying to learn from the lectures as well as from each other. Sometimes comments pass between students during a lecture. That happens and is often perfectly understandable. However, when those comments become disruptive to the professor or to the other students in class, then the student responsible for those comments may be asked to leave the classroom. This doesn't mean you shouldn't participate or comment or even crack a joke when it seems appropriate. Just do not be disruptive when doing so (and everyone will know what is disruptive when it happens).

Marketing, in and of itself, is not necessarily a controversial topic and very few if any of the skills or techniques we discuss in class will have any controversy attached to them. However, it is very possible that we will discuss a variety of topics or that I will display some consumer images in class that will have some level of controversy associated with them. I conduct an open classroom where anyone can say anything as long as they do so with respect for others. If you have an opinion, feel free to express that opinion but also be prepared to listen to other opinions that may be in opposition to yours, and also be prepared to support that opinion in some way. Ultimately, we need to be respectful of one another as we advance through the semester. Anyone who is not respectful will be asked to leave the class.

Student Opinion of Instruction: As students in this class, at the end of the term, all of you will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous, and as your instructor, I will be able to view only a summary of all responses two weeks after final grades have been submitted. Although I will not see individual responses, I will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <a href="http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml">http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml</a>.

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VALDOSTA STATE  • Request for a NEW COURSE					Su	bmission:	04/1/2	2019	
*Course/curriculu	ım chang	ge or additio	n originates with a fa	culty membe	er or curr	riculum c	ommittee in	the Aca	idemic Program.
College	Colle	ege of Busi	ness Administration	1		Dept.	Initiating Request:	1	of Marketing & national Business
Requestor's Name	Gary	/ Futrell				Re	questor's Role:	Facul	ty
Proposed NE (Consult abbrevi			мктс			V Course Number: 4160			
Proposed N	IEW Cou	urse Title:	Advanced Profess	ional Selling	g	*		1	
NEW Course Ti (Limit to		reviation: cter spaces)	Advanced Profess	ional Selling	g		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
	Prerec	quisite(s):	MKTG 4130 with a	a grade of "(	C" or be	tter.			
Lecture Hours:	3		Lab Hou	ırs:			Credit I	lours:	3
<b>Proposed NEW Cours</b>	e Descr	iption: (Lim	it to 50 words. Include r	equisites, cros	ss listings,	special re	quirements,	etc.)*	2 2
relationship building, method might include		nalysis, role	e-play, group exerci		est spea				thers. Teaching
Program Level:	n .	Course Cla	assification:	Effective:	to be	Effectiv			e Offering:
☑ Undergraduate ☐ Graduate		☐ Core ☐ Majo ⊠ Elect	or Requirement	⊠ Fall □ Sprin □ Sumr	_	2019		Once per Year	
Justification: (select o	ne or m	ore of the f	following and provid	de appropri	ate narr	ative be	rlow:)		
<ul><li>✓ Improving studer</li><li>✓ Adopting current</li></ul>	best pr	actice(s) in			/landate Other —	of State	e/Federal/ <i>i</i>	Accredi	ting Agency
The bases for this reco 1) the current course			ists the subject mat	ttor specific	ally to t	ima mar	agamant	A ====	and advenced
course would allow fo									
also be relevant (e.g. (								•	,
2) Best practices estab	olished b	y the Univ	ersity Sales Center	Alliance sta	tes that	there sl	hould be "a	a minim	num of two sales
classes, with two level	s of sale	es training	(e.g., a personal sel	ling and adv	vanced s	selling co	ourse) with	one be	eing a prerequisite
course for the other"	(http://v	www.unive	rsitysalescenteralli	ance.org).					
3) MKTG 3060 (Time N	/lanagei	ment) has l	oeen renumbered t	o MKTG 414	40 and t	here is a	request t	o Archi	ve / Deactivate
MKTG 4140 as its cont	ents wi	ll be includ	ed in this new cour	se (MKTG 4	160 Adv	anced P	Professiona	l Selling	g).
** Attac	h Gene	ral Course	Syllabus/Support o	locuments	with cou	urse out	comes/ass	essme	nts **

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

VALDOCTA	tate University – NEW COL or a NEW COURSE	JRSE Form	
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Kulan Magey	4/1/2019
College/Division Executive Committee	Ellis Heath		4/1/2019
Dean/Director	Dean Wayne Plumly	Illey Smy	4/1/2019
Graduate Executive Committee (for graduate course)			
Graduate Dean (for graduate course)			
Academic Committee			
*Will this change impact another college/department?		No □ Yes [select college & indicate]	e department(s)]
College: Select One.		Department(s):	

### MKTG 4160 Advanced Professional Selling Syllabus

INSTRUCTOR: Dr. Futrell

OFFICE TELEPHONE: 229.245.3809
OFFICE LOCATION: Thaxton 212
E-MAIL: gdfutrell@valdosta.edu

LINKEDIN: www.linkedin.com/in/gdfutrell

**OFFICE HOURS:** 

DESCRIPTION: Broadens student knowledge and understanding of the sales process and the sales profession. Success of salespeople rests on their ability to uncover customer needs, and provide solutions that satisfy the needs of both parties. Course focuses on time management as well as the application of theoretical and practical sales approaches/techniques such as customer relationship building, team selling, account management, negotiation and persuasion techniques, and others. Teaching method might include case analysis, role-play, group exercises, and guest speakers.

PREREQUISITES: MKTG 4130 (Professional Selling) with a grade of "C" or better.

### **REQUIRED MATERIALS:**

- 1. How To Become A Great Rainmaker, Hyperion, Jeffrey Fox, ISBN: 978-0-7868-6595-6
- Smart Calling, Eliminate the Fear, Failure and Rejections from Cold Calling by Art Sobczak, Wiley ISBN: 978-1118588710
- 3. The Spin Selling Fieldbook, by Neil Rackham, McGraw Hill, ISBN: 978-0-07-052235-0 (paperback)
- 4. "SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers" by Jill Konrath, Portfolio. ISBN: 978-1-59184-330-6

STANDARDS/GOALS/OBJECTIVES/OUTCOMES: This course seeks to more fully prepare students for excellence in an entry-level professional selling position. Specifically, students will gain advanced instruction and skill development in interpersonal communication skills (especially in team selling situations), career management, personal productivity, negotiation, and coordination with other functional areas. The course develops further several of the objectives of VSU General Educational Outcomes (VSU), of the Langdale College of Business Administration Undergraduate Program Objectives (LCOBA), and selected Marketing Major Educational Outcomes (MKTG). Upon successful completion of this course, students should be able to:

- 1. execute superior selling techniques and methods sought by contemporary sales organizations.
- 2. demonstrate advanced prospecting skills.
- 3. demonstrate advanced networking skills.
- 4. demonstrate the ability to generate a comprehensive sales report for sales management.
- 5. demonstrate an understanding of sales related issues, trends and strategies from a variety of business press sources

MIDTERM ASSESSMENT: The purpose of the midterm assessment is to inform the student in writing of his/her progress in the course prior to the scheduled withdrawal date and to promote discussion with the instructor concerning problems the student may be having in the course, including exploring appropriate opportunities for improvements in their progress prior to the final evaluation if necessary.

### **GRADE SCALE:**

Definition	Grade	Points	<b>Quality Points Per Credit Hour</b>
Excellent	Α	> 900 points	4.00
Good	В	800 – 899 pts	3.00
Average	С	700 – 799 pts	2.00
Poor	D	600 – 699 pts	1.00
Failure	F	< 600 pts	0.00

EVALUATION PROCEDURE: Grades in this course will be based on the following components:

Exam #1	250 points		
Exam #2	250 points		
Exam #3 (Final exam)	250 points		
Quizzes	250 points		
TOTAL POINTS	1000 points*		

ACADEMIC INTEGRITY/CODE OF CONDUCT: Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and the instructor. All students are expected to do their own work and to uphold a high standard of academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.).

By taking this course, you agree that all required coursework may be subject to submission for textual similarity review to SafeAssign/TurnItIn, a tool within BlazeVIEW. For more information on the use of SafeAssign/TurnItIn at VSU see SafeAssign/TurnItIn for Students at http://www.valdosta.edu/academics/academic-affairs/vp-office/syllabus-instruction-for-turnitin.php.

TITLE IX STATEMENT: Valdosta State University (VSU) is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. VSU is dedicated to creating an environment where all campus community members feel valued, respected, and included. Valdosta State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including pregnancy status, sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, national origin, disability, genetic information, or veteran status, in the University's programs and activities as required by applicable laws and regulations such as Title IX. The individual designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: Maggie Viverette, Director of the Office of Social Equity, titleix@valosta.edu, 1208 N. Patterson St., Valdosta State University, Valdosta, Georgia 31608, 229-333-5463.

ACCESS STATEMENT: Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The

Access Office is located in Farbar Hall. The phone numbers are 229-245-2498 (V), 229-375-5871 (VP) and 229-219-1348 (TTY). For more information, please visit VSU's Access Office or email: access@valdosta.edu.

SOI STATEMENT: At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml .

### SCHEDULE:

Week	Topic
1	Introduction to Class / Syllabus review, Overview of Selling
2	Resumes
3	Marketing Yourself, Thinking about You: Your Two and Five Year Goals
4	(Resume Due) Motivating Yourself: Your Skills, Your Resume
5	Sell Yourself Presentations, Sell Yourself Overview, Selling Solution Project, Review for Exam #1
6	Sales Behavior and Sales Success
7	Exam #1
8	Customer Needs
9	Spin Strategy
10	Benefits
11	Benefits continued, Review for Exam #2
12	Exam #2
13	Objections
14	Preliminaries Opening the Call, Closing
15	Selling Presentations
16	Selling Presentations
Finals	Final Exam
Week	

- Final Exam Schedules https://www.valdosta.edu/academics/registrar/final-exam-schedules.php
- This is a tentative schedule. The instructor reserves the right to amend and/or change this schedule during the semester in order to better accomplish the goals of the course. Students will be notified of any changes made to the schedule as soon as possible.
- Per VSU & LCOBA policy, final exams must be given during the Final Exam period. This course is not
  over until after the scheduled final exam. Do not plan trips, vacations, appointments, etc. for times
  prior to this date.

s <sup>1</sup>								
Valdosta State University Curriculum Form • Request for a NEW COURSE  Suite State University Curriculum Form • Suite State University Curriculum Form					Date of bmission:	04/1/2019		
*Course/curriculum change or addition originates with a faculty member or curriculum committee in the Academic Program.								
College: College of Business Administration				Dept.	Dept. Initiating Request:		Dept. of Marketing & International Business	
Requestor's Name: Gary Futrell				Re	Requestor's Role:			
	N Course Prefix: tions in the catalog)	МКТБ		NEW Course Number: (Consult #s in the catalog)		4180		
Proposed NI	EW Course Title:	Practicum in Profess	Practicum in Professional Selling					
NEW Course Tit	le Abbreviation:	Practicum in Professional Selling						
. "	Prerequisite(s):	MKTG 4130 with a grade of "C" or better.						
Lecture Hours:		Lab Hours:		Credit Hours: 3		3		
Proposed NEW Course Description: (Limit to 50 words. Include requisites, cross listings, special requirements, etc.)*								
Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of professional selling in an employment situation. A project/Report, approved and supervised by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once for course credit.								
Program Level:	Course Cl	accification:	Semester to b	e Year to Effecti			ated Frequency of e Offering:	
☑ Undergraduate ☐ Graduate	☐ Core	or Requirement	☐ Fall ☐ Spring ☑ Summer		2019	One	ce per Year	

<u>Justification:</u> (select one or more of the following and provide appropriate narrative below:)

Adopting current best practice(s) in field

211

☐ Mandate of State/Federal/Accrediting Agency

☐ Other –

\*\* Attach General Course Syllabus/Support documents with course outcomes/assessments \*\*

Source of Data to Support Change (select one or more of the following):						
Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):						
Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
☐ Other Data Source Descriptions —						
** Attach General Course Syllabus/Support documents with course outcomes/assessments **						

VALLOSTA VALLOSTA Request for a NEW COURSE  VALLOSTA  Request for a NEW COURSE							
Approvals:		Print:	Signature:		Date:		
Departn	nent Head	Hudson P. Rogers	Rulen P. Kogen		4/1/2019		
College/Division	Executive ommittee	Ellis Heath	2	-	4/1/2019		
Dear	n/Director	Dean Wayne Plumly	Mary	Shall !	4/1/2019		
Graduate Executive Committee (for graduate course)				) 0			
Graduate Dean (for graduate course)							
Academic Committee							
*Will this change impact another college/department?		No □ Yes [select college & indicate department(s)]					
College:	Select One	2.	Department(s):				

# MKTG 4180 Practicum in Professional Selling CRN xxxxx – Section \_\_\_\_, Semester Year Langdale College of Business Department of Marketing & International Business Valdosta State University

Instructor: Dr. Gary Futrell

Office: TH 212

**Phone:** (229) 245-2247

E-mail: gdfutrell@valdosta.edu

Office Hours:

Monday 11:00 a.m. - 5:00 p.m.; Wednesday: 8:30 a.m. to

12:00 noon & 1:00 p.m. - 5:00 p.m.; Tuesday &

Thursday: 8:30 a.m. - 12:00 noon & 1:00 p.m. - 5:00 p.m.

& by appointment.

**Prerequisite:** MKTG 4130 with a grade of "C" or better, and completion of Practicum/Internship Agreement Form prior to the end of the Add/Drop period (first week of classes).

### Course Description (3 Cr. Hrs)

MKTG 4180. Marketing Internship. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of professional selling in an employment situation. A project/Report, approved and supervised by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once for course credit.

### **Educational Outcomes:**

In the written report, the student will:

- Display a fundamental knowledge of professional selling concepts and tool.
- Indicate how he/she applied professional selling concepts and tools during the practicum/internship, and what he/she learned from the assignment and experience.

### Withdrawal Policy

Students can only withdraw without penalty before the midterm date in the semester. Barring documented medical hardships, if students wait until after that date they will receive the grade of "WF" (which counts towards the GPA the same as an "F"). Valdosta State University's policy stipulates that students can receive no more than five "W"s during their tenures here.

#### **GRADE:**

The semester grade of "Satisfactory" or "Unsatisfactory" will be based on (1) feedback from the supervisor (see form below), (2) bi-weekly or monthly reports from the student, and (3) the formal written report from the student outlining the assignments/responsibilities, duties and accomplishments and how the internship experience contributed to a better understanding of the application of the concepts and tools of marketing.

#### **Student Responsibilities:**

- Students enrolling in MKTG 4180 will work at least 150 hours per term and will receive three (3) credit hours upon successful completion of the practicum/internship.
- The students must 1) select a professor to serve as the academic coordinator for the course, 2) obtain a practicum/internship professional selling position within an organization, 3) identify a person within the organization to supervise them, and 4) select a professional selling practicum/internship project/responsibilities. The intern, the professor, and the organization supervisor will cooperatively structure a project/program that provides a learning experience equivalent to an in-class, three-semester-hour course. The student will submit a formal report in the format and length agreed upon with the supervising professor. The paper must address the Educational Outcomes outlined above.
- The student must complete the Practicum/Internship Agreement Form, which consists of 1) student and professional selling practicum/internship employer information sections, 2) a description of the professional selling practicum/internship project/responsibilities, and 3) the signatures of the organization supervisor, the professor, the head of the Department of Marketing & International Business, and the Associate Dean or Dean of the Langdale College of Business.

# **Employer and Organization Supervisor Responsibilities:**

- The employer will appoint an immediate supervisor to act as the organization's professional selling representative in structuring, implementing, and reviewing the work of the student intern.
- The supervisor will complete the practicum/intern evaluation form on page two.

#### **Professor Responsibilities:**

• The professor will grade the formal report and review the student's Professional Selling Practicum/Internship Evaluation Form completed by the student's supervisor (employer) to determine whether a Satisfactory or Unsatisfactory final course grade is warranted.

**Completion of Work:** All work should be completed by the due dates. Unless excused, failure to take an exam or quiz at the scheduled time will result in a score of zero. Any potential post-term submissions should be discussed with the professor **prior** to the due date and certainly prior to the final week of class. This does not excuse any student from meeting deadlines listed in the course calendar.

Failure to complete all assigned work will result in a Failing or Incomplete grade. Incompletes are reserved for students making success progress in the course (overall passing grade) and for very special circumstances such as students who experience a medical condition right before a due date.

### Incomplete course work (I-Grade):

A grade of "I" will be provided <u>only</u> in cases of extreme duress and for non-academic reasons. A student receiving a grade of "I" will complete the assignment(s) by a mutually agreed upon date (usually within one semester.) In most cases the student will be penalized one letter grade for failure to complete the assignment(s) within the time allotted.

#### Communication:

As applicable, e-mail or face-to-face meetings, and/or the web may be used to provide class notes, supplemental materials, and notices to the class. Each student will be required to obtain and maintain a valid VSU email account.

When communicating in this course, students must use their VSU email addresses. As such, personal e-mails addresses should not be used for conducting VSU-related correspondence.

Apart from face-to-face meetings, we will be primarily communicating through Blaze View e-mail or VSU e-mail. It is your responsibility to check your Blaze View e-mail. If you select to use the general VSU e-mail (not Blaze View email), you need to place the Course Prefix and Number (MKTG 4180) in the e-mail subject line so that it is easily identifiable as course related email. The instructor will usually respond to your e-mail within 24 to 48 hours of your original communication (usually much faster than that). If you send the instructor an e-mail during the weekend or very late Friday evening, you may not receive a response until Monday. If you send the instructor a message during the week and do not hear back within 48 hours, please send another, as I probably did not receive or missed it.

#### **PROFESSIONALISM**

You are expected to conduct yourself as a business professional. The professor reserves the right to deduct grade, eject students from the classroom, and refer students for further disciplinary actions.

Please refer to the following documents (located on Blaze VIEW) regarding acceptable professional behavior and dress (gentlemen should not wear hats and sagging is not allowed in the classroom). By taking this course you agree to the expectations outlined in these documents:

- 1) VSU Student Code of Conduct (see the Student Handbook)
- 2) VSU General Expectations (see your Course Catalog)
- 3) Communication Matters (See Blaze VIEW)

#### Extra Credit

Extra credit will not be provided in this class.

#### ACADEMIC INTEGRITY/CODE OF CONDUCT

Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and/or as maybe articulated by the instructor. All students are expected to do their own work and to uphold a high standard of academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.). By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign/TurnItIn, a tool within Blaze VIEW. For more information on the use of SafeAssign/TurnItIn at VSU see SafeAssign/TurnItIn for Students at http://www.valdosta.edu/academics/academic-affairs/vp-office/syllabus-instruction-forturnitin. php.

"Honesty is the first chapter in the book of wisdom." — Thomas Jefferson

#### ADA STATEMENT

Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in the Farber Hall. For more information, call (V/VP) (229) 245-2498 / (TTY) (229) 219-1348, e-mail <a href="mailto:access@valdosta.edu">access@valdosta.edu</a>, or visit the website at <a href="www.valdosta.edu/access">www.valdosta.edu/access</a>

Name of intern	·		
<b>Instructions:</b> Listed below are a number of characteristic, place an X mark on the rational intern being rated. Your comments and evaluation we grade.	ng scale, under the	word(s) that bes	st describes the
	Needs		
,	Improvement	Acceptable	Above Average
Accuracy (Correctness of work duties performed.)		•	1.00
Alertness (Ability to understand instructions and to solve problem situations.)			
Attendance (Dedication to coming to work on			
time, conforming to work hours, and avoiding absences.)			
Courtesy (Politeness of the attention that the intern gives other people.)		Al .	и
			*******
Creativity (Talent for being imaginative and for finding new and better ways of doing things.)			
<b>Drive</b> (Extent to which the intern is a self-starter and has a desire to attain goals.)			
Efficiency (Ability to complete work within the time allowed.)			
Job Knowledge (Knowledge of the information concerning work duties that the intern should know for a satisfactory job performance.)			
	AMARIA		
Stability (Ability to withstand pressure and to remain calm in crisis situations.)			
Value of Services (Extent to which the intern performed valuable services.)	5		

Signature of intern supervisor

Date



# LANGDALE COLLEGE OF BUSSINESS ADMINISTRATION MONTHLY PROFESSIONAL SELLING PRACTICUM REPORT

**Intern Name:** 

**Organization Name:** 

Professional Selling Practicum / Internship Hours Worked this Month:

Total Professional Selling practicum / Internship Hours Completed:

- 1. Briefly describe the duties to which you have been assigned this month. Be Specific.
- 2. What went well this month?
- 3. Describe any problems you encountered this month?
- 4. What activities will you be accomplishing next month?



# FINAL PRACTICUM REPORT

Intern Pame:		,
Organization Name:		
Organizational Supervisor:		
Total Professional Selling practicum Hours	s Completed:	
Answer the following questions		

# Answer the following questions.

- 1. Describe the duties to which you have been assigned and what you have accomplished.
- 2. What did you learn during the internship?
- 3. What surprised you during the internship?
- 4. Describe any problems you encountered during the internship?
- 5. Describe any ethical issues you encountered.
- 6. What would you have done differently during the internship?
- 7. What LCOBA courses prepared you best for this internship, how, and why?
- 8. What could LCOBA done better to prepare you for the internship?
- 9. What could the organization and/or organizations supervisor done to provide a better internship experience?

# VSU MKTG Professional Selling Practicum Requirements

#### **Internships**

The Department of Marketing at Valdosta State University offers an Internship in Marketing Program/course. Through this program students are able to earn college credit for a practical work experience. Up to three hours of course credit can be earned. The purpose of the program is to encourage students to pursue a practical work experience where they can apply the concepts and principals they have learned in their marketing courses.

The internship program is open to all students, not just marketing majors. Grades from "A" to "F" are not assigned. It is a pass/fail course so students earn a grade of Satisfactory (S) or Unsatisfactory (U). The minimum requirements are as follows:

- Must be a junior (or have completed 60 or more credit hours.)
- Must have completed a Principles of Marketing course and at least two (20 other marketing courses. It is highly recommended that more marketing courses be completed prior to the internship experience as this will better prepare the student to learn and to complete the project.
- Must have at least 100 hours of practical work experience for three hours credit; must have 150 hours for three hours credit.
- Must complete a project term paper, which is primarily analytical in nature (not descriptive). This paper applies marketing concepts and principles to the company in which the student is employed. For example, some students have developed a marketing segmentation strategy for the company while others have developed advertising campaigns. This paper draws heavily from marketing textbooks, company records, and trade publications. It must be prepared in professional printed format and in standardized research paper APA format, including statement of purpose, references, and a complete bibliography.

See department for current semester form.

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VALDOSTA STATE  VALDOSTA STATE  • Request for a REVISED COURSE				Sı	Date of ubmission:	04/1/2019	
*Course/c	urriculum revisions originate with a fac	ulty mei	mber or curric	ulum cor	nmittee in the	e Academic Program.	
College: College of Business Administration				Dept	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name: Dr. Aubrey R. Fowler III				R	equestor's Role:	Faculty	
CURRENT: (list only items to be changed)			REQUESTED: (list only items to be changed)				
Course Prefix and Number: MKTG 3080			Course and Nu				
Course Title:	Marketing Tools		Course	Title:	Visual Me	dia in Business	
Credit Hours:	3		Credit I	Hours:			
Lecture Hours:	3		Lecture I	Hours:			
Lab Hours:			Lab	Hours:			
Pre-requisites: MKTG 3050 or instructor's approval			Pre-requisites: None			And the second s	
CONTRACT COURSE Decomposed				NEW Course Description: (hover over for instructions)  The course will address technological and practical			
Study of the tools needed to execute a marketing campaign. Technological and practical considerations in the development of advertising communications, ecommerce web site, and direct mail campaign will be emphasized.			considerations in the use of a variety of tools used for the development of advertisements, web sites, social media, internal documents, newsletters, and other business materials. To remain current the software tools will change over time and may replace those cited. As such, the course will cover a variety of creative software such as Adobe Photoshop, InDesign, Illustrator, and Premier as well as cover basic photography and videography skills.				
Program Level:	Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
□ Undergradua     □ Graduate	te ☐ Core ☐ Major Requirement ☐ Elective	2 2	Fall Spring Summer		2019	Twice per Year	
	ct one or more of the following and udent learning outcomes rent best practice(s) in field	provide		ite of St		/Accrediting Agency	
	update to the existing course in g and other business disciplines						

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes
(select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –

***		tate University - REVISED C or a REVISED COURSE	OURSE Form	
Approva	ıls:	Print:	Signature:	Date:
Departn	nent Head	Hudson P. Rogers	Kuba Akogey	4/1/2019
Colleg Executive C	e/Division ommittee	Ellis Heath —	2-2-	4/1/2019
Dear	n/Director	Dean Wayne Plumly	Allan In	4/1/2019
C	Executive committee			
Grad	uate Dean duate course)			*
Academic C	Committee			
*Will this cha	inge impa	ct another college/department?	No □ Yes [select college & indicate]	department(s)]
College:	Select Oi	ne.	Department(s):	
Academic C  *Will this cha	ommittee			department(s)]

Valdosta State University Curriculum Form  • Request for a REVISED COURSE					Date of ubmission:	04/1/2019
*Course/c	urriculum revisions originate with a fac	ulty me	mber or curricu	ılum coı	mmittee in th	e Academic Program.
College:	College: College of Business Administration			Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Hudson P. Rogers			R	equestor's Role:	Department Head
CURRENT: (list only	vitems to be changed)		REQUESTED	: (list o	nly items to	be changed)
Course Prefix and Number:	MKTG 4900		Course Prefix and Number:			
Course Title:	Strategic Planning	strategic Planning				
Credit Hours:	3			Hours:		2
Lecture Hours:	3			e Hours:		
Lab Hours:			Lab I	Hours:		
Pre-requisites:	MKTG 3620, MKTG 3650 each with a grade of "C" or better and senior standing.		Pre-requ	isites:		,
CURRENT Course D	Description:		NEW Course Description: (hover over for instructions)			
Study of the integration and coordination of product development, promotional strategy, physical distribution and pricing in planning, implementing and controlling marketing operations. The creation of a marketing plan is stressed.			developme channels, a	ent, pro and pri marke	omotional s cing in plan eting opera	coordination of product strategy, marketing ining, implementing and tions. The creation of a
Program Level:	Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:
☑ Undergraduat	te ☐ Core ☐ Major Requirement ☐ Elective		Fall Spring Summer		2019	Twice per Year
Justification: (selec	ct one or more of the following and	provide	e appropriate	narrat	ive below:)	

"marketing channels" that covers physical distributions and other aspects of moving the product from the producer through to the final consumer. The function of the marketing plan is stressed.

The change reflects an update of the course description replacing "physical distribution" with the term

Other −

☐ Improving student learning outcomes

Adopting current best practice(s) in field

☐ Mandate of State/Federal/Accrediting Agency

Source of Data to Support	Change (select one or more of the fo	llowing):	×				
	Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)							
Plans for assessing course effectiveness/meeting program learning outcomes							
(select one or more of the f	following and provide appropriate na	rrative below):					
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.							
□ Direct Measures; Material							
Other Data Source De							
	*		*				
▲ Valdosta S	tate University - REVISED (	COURSE Form					
Viv is comA	r a REVISED COURSE						
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	Sulan P. Rogers	4/1/2019				
College/Division Executive Committee	Ellis Heath		4/1/2019				
Dean/Director	Dean Wayne Plumly	Allage amby	4/1/2019				
Graduate Executive Committee		00					
(for graduate course)							
Graduate Dean (for graduate course)			8				
Academic Committee	,						

\*Will this change impact another college/department?

Select One.

College:

 $\boxtimes$  No  $\square$  Yes [select college & indicate department(s)]

	2			-	30		
VALDOSTA  VALDOSTA  STATE  Request for a REVISED COURSE					s	Date of ubmission:	04/1/2019
*Course/d	curric	culum revisions originate with a fa	culty me	ember or curric	ulum co	mmittee in th	e Academic Program.
College:	Co	llege of Business Administration	n		Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Dr.	. Aubrey R. Fowler III			F	Requestor's Role:	Faculty
CURRENT: (list only items to be changed)			REQUESTED	REQUESTED: (list only items to be changed)			
Course Prefix and Number:	MKTG 4000		100000000000000000000000000000000000000	Course Prefix and Number:			
Course Title:	Pri	nciples of Promotion		Course	Title:	Advertisin	g and Promotion
Credit Hours:	3	E	Credit I	Hours:	*	, <u>-</u>	
Lecture Hours:	3			Lecture I	Hours:		
Lab Hours:			Lab I	Hours:			
Pre-requisites:	Pre or Co-Requisite: MKTG 3050  Pre-requisites:		Pre-requisites: MKTG 3050 with a grade of "C" of better		50 with a grade of "C" or		
<b>CURRENT Course D</b>	)esc	ription:	a a	NEW Course Description: (hover over for instructions)			
Organization, basic principles, economic, legal and social aspects of promotion and testing promotional effectiveness.				and promo Includes ar of the 21st consumer	tions a unde centu behavi peals,	and their ro rstanding o ry, agency a or, ethics, a	c principles of advertising le in media and society. f advertising environment and client relationships, and the role of research, selection in advertising
Program Level:		Course Classification:	Seme Effec	ester to be tive:	Year Effec		Estimated Frequency of Course Offering:
□ Undergraduat	م	☐ Core	$\boxtimes$	Fall			
☐ Graduate	.c	<ul><li>☐ Major Requirement</li><li>☒ Elective</li></ul>		Spring Summer		2019	Twice per Year
Justification: (selec	ct on	e or more of the following and	L		narrati	ve below:)	
		t learning outcomes	erricosono di Sacciolo	_			Accrediting Agency
		best practice(s) in field		Other –		ate, i euei ai,	Accreaining Agency

The change simply reflects a renaming of the course as well as a change in the description of the course to bring

it in line with the way in which the class is currently taught. Also makes clear that the prerequisite is MKTG

3050 with a grade of "C" or better in keeping with the College requirement.

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes
(select one or more of the following and provide appropriate narrative below):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
☐ Other Data Source Descriptions —
Valdosta State University - REVISED COURSE Form

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VALDOSTA STATE UNIVERSITY  Buildingsin ton Near Connect  John July 2006	Request fo	r a REVISED COURSE		
Approv	als:	Print:	Signature:	Date:
Departi	ment Head	Hudson P Rogers	Andan F. Logers	4/1/2019
	ge/Division Committee	Ellis Heath		4/1/2019
Dea	n/Director	Dean Wayne Plumly	Manylling	4/1/2019
(	Executive Committee aduate course)			
	luate Dean aduate course)			
Academic (	Committee			
*Will this change impact another college/department?		ct another college/department?	No □ Yes [select college & indicate ]	department(s)]
College: Select One. Department(s):				

VI V INCOMEA	VALDOSTA  VALDOSTA  STATE  • Request for a REVISED COURSE				Form Date of Submission:		04/1/2019
*Course/o	curriculu	ım revisions originate with a fac	ulty me	mber or curricu	ulum co	mmittee in the	e Academic Program.
College:	Colleg	ge of Business Administration	)	Dept. Initiating Request:		t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Huds	dson P. Rogers		na <b>(</b>	equestor's Role:	Department Head	
CURRENT: (list only	y items	to be changed)	2	REQUESTED	: (list c	nly items to	be changed)
Course Prefix and Number:	МКТО	G 4980	E VA 38	Course and Nu			
Course Title:	Mark	eting Internship	nternship Co		Title:		W COLOR OF THE COL
Credit Hours:	3			Credit Hours:			
Lecture Hours:	3			Lecture I	Hours:		
Lab Hours:				Lab I	Hours:		
Pre-requisites:	classe	MKTG 3050, 2 upper level MKTG classes, and completion of internship Agreement Form.		Pre-requ	isites:	classes ea better, an proper Int	50 and 2 upper level MKTG ch with a grade of "C" or d completion of the ernship Agreement Form e end of the Drop/Add
CURRENT Course I	Descrip	tion:		NEW Course	e Descr	iption: (hove	er over for instructions)
Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of marketing in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once.		Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipling of marketing in an employment situation. A project/Report, approved and supervised by a facult member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week or classes. The internship can be taken only once for course credit.			o the academic discipline ent situation. A did supervised by a faculty is required. The student with the Career Strategies e end of the first week of		
Program Level:	С	ourse Classification:	Seme	ester to be	Year	to be	Estimated Frequency of Course Offering:

Program Level:	Course Classification:	Semester to be Effective:	Year to be Effective:	Estimated Frequency of Course Offering:			
□ Core □ Fall							
☐ Control	☐ Major Requirement	☐ Spring	2019	Every other Year			
☐ Graduate	⊠ Elective	☐ Summer					
Justification: (select on	ne or more of the following and	provide appropriate	narrative below:)				
☐ Improving student	t learning outcomes	☐ Manda	te of State/Federa	I/Accrediting Agency			
☐ Adopting current best practice(s) in field ☐ Other —							

completion of the Proper Internship Form prior to the end of the Drop/Add period. The new description also

makes clear that the course can be taken only once "for course credit."

Source of Data to Support Change (select o	one or more of the following):						
	loyer/alumni surveys, etc.						
☐ Direct Measures; Materials collected/e	☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
Plans for assessing course effectiveness/m	neeting program learning outcomes						
(select one or more of the following and pro	ovide appropriate narrative below):						
☑ Indirect Measures; SOIs, student/empl	loyer/alumni surveys, etc.						
☑ Direct Measures; Materials collected/e	evaluated for program assessment (tests/portfolios/assignments, etc.)						
Other Data Source Descriptions –							
Valdosta State Univers  Valdosta State Univers  • Request for a REVISED COU	urse						
300.00 gr can not come. 1306-2090							

Approv	als:	Print:	Signature:	Date:
Depart	ment Head	Hudson P Rogers	Kudan P. Kogery	4/1/2019
	ge/Division Committee	Ellis Heath	2 2	4/1/2019
Dea	an/Director	Dean Wayne Plumly	fll som limited	4/1/2019
	e Executive Committee raduate course)			
	duate Dean raduate course)			
Academic	Committee			
Will this ch	ange impa	ct another college/department?	No □ Yes [select college & indic	ate department(s)]
College:	Select Or	ne.	Department(s):	

Y 7. a more over 4	Valdosta State University Curriculum Form  • Request for a REVISED COURSE				S	Date of ubmission:	04/1/2019	
*Course/d	curriculum	revisions originate with a fa	culty me	mber or curric	ulum co	mmittee in the	e Academic Program.	
College:	College of Business Administration			Dep	t. Initiating Request:	Dept. of Marketing & International Business		
Requestor's Name:	Hudson	P. Rogers			R	Requestor's Role:	Department Head	
CURRENT: (list only	y items to	be changed)		REQUESTED	: (list o	nly items to	be changed)	
Course Prefix and Number:	MKTG 4	990	1.00	Course and Nu				
Course Title:	Directed	d Study in Marketing	1 502000	Course	Title:			
Credit Hours:	3			Credit I	Hours:			
Lecture Hours:	3			Lecture I	Hours:		10.000	
Lab Hours:				Lab I	Hours:	- 1700 - Maranay		
Pre-requisites:	Senior s instruct	tanding and consent of or	F	Pre-requisites:		MKTG 3620 with a grade of "C" or better, senior standing and approval of instructor and the department chair.		
CURRENT Course (	Descriptio	n:	8	<b>NEW Course Description:</b> (hover over for instructions)				
Proper form mus College of Busine	Special projects undertaken by marketing majors. Proper form must be submitted to the Dean of the College of Business Administration at least two weeks before the beginning of the semester.  Special projects undertaken by marketing majors. Completion of proper form must be submitted to the Department Chair for signature prior to the start of the semester but no later than the end of the Drop/Add period.							
Program Level:	Cou	rse Classification:	Seme	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
☐ Undergraduate	te	Core Major Requirement Elective		Fall Spring Summer		2019	Every other Year	
Justification: (selec	ct one or r	nore of the following and	provide	appropriate	narrati	ive below:)		
		ning outcomes practice(s) in field		☐ Manda		ate/Federal/	Accrediting Agency	
The change refle	cts an add 4000 leve proval of '	dition of a prerequisite of marketing course. The	he upd	ated prerequ	uisite a	ınd new cou	etter in addition to senior urse description also orm prior to the end of the	

Source of Data to Support	Change (select one or more of the fol	lowing):					
	ls, student/employer/alumni surveys	, etc.					
☐ Direct Measures; Mate	erials collected/evaluated for program	n assessment (tests/portfolios/	assignments, etc.)				
Plans for assessing course	effectiveness/meeting program lear	ning outcomes					
(select one or more of the f	following and provide appropriate nar	rative below):					
□ Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/	assignments, etc.)				
Other Data Source Des	scriptions –						
Valdosta State University - REVISED COURSE Form  Request for a REVISED COURSE							
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	thulen 1. Rog.	4/1/2019				
College/Division Executive Committee	Ellis Heath -	202	4/1/2019				
Dean/Director	Dean Wayne Plumly	Alley fling	4/1/2019				
Graduate Executive Committee (for graduate course)							
Graduate Dean (for graduate course)							
Academic Committee							

\*Will this change impact another college/department?

Select One.

College:

 $\boxtimes$  No  $\square$  Yes [select college & indicate department(s)]

Valdosta State University Curriculum Form  VALDOSTA  • Request for a REVISED COURSE					s	Date of ubmission:	04/1/2019
*Course/o	curric	culum revisions originate with a fac	ulty me	mber or curricu	ılum co	mmittee in the	e Academic Program.
College:	Col	llege of Business Administration		ы	Dep	t. Initiating	Dept. of Marketing &
		mege of business Authinistration			,	Request:	International Business
Requestor's Name:	Hu	udson P. Rogers			K	Requestor's Role:	Department Head
CURRENT: (list onl)	y itei	ms to be changed)		REQUESTED	: (list o	nly items to	be changed)
Course Prefix and Number:	М	KTG 3100		Course and Nu			
Course Title:	He	ealth Care Marketing		Course	Title:	Health Ca	re Marketing
Credit Hours:	3	3304900		Credit I	Hours:		
Lecture Hours:	3			Lecture I	lours:		1
Lab Hours:				Lab Hours:			- Marie - Mari
Pre-requisites:	M	KTG 3050 or consent of instru			MKTG 3050 with a grade of "C" or better.		
CURRENT Course I	Desc	ription:		<b>NEW Course Description:</b> (hover over for instructions)			
Application of marketing principles and concepts to contemporary health care industry issues. Topics include the evolving role of the health care consumer, marketing tactics and strategy defined for the specific aspects of the health care market, and how consumerism will reshape health care markets.							
Program Level:	2	Course Classification:	Seme	ester to be tive:	Year to be Effective:		Estimated Frequency of Course Offering:
□ Undergraduate     □ Graduate		<ul><li>☐ Core</li><li>☐ Major Requirement</li><li>☒ Elective</li></ul>	$\boxtimes$	Spring Summer		2019	Twice per Year
Justification: (select one or more of the following and provide appropriate narrative below:)  Improving student learning outcomes  Mandate of State/Federal/Accrediting Agency							

The change reflects a clarification of the prerequisite which requires completion of MKTG 3050 with a grade of "C" or better. This is a long-standing requirement for all courses in the College of Business but it is not stated in the catalog description. This change brings the catalog description into line with the college requirement.

Other −

Improving student learning outcomes

Adopting current best practice(s) in field

Source of Data to Support Change (select one or more of the following):								
Indirect Measures; SOIs, student/employer/alumni surveys, etc.								
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)								
Plans for assessing course effectiveness/meeting program learning outcomes								
(select one or more of the following and provide appropriate narrative below):								
Indirect Measures; SOIs, student/employer/alumni surveys, etc.								
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)								
Other Data Source Descriptions –								

# Valdosta State University - REVISED COURSE Form Request for a REVISED COURSE Signature: Approvals: Print: Date: 4/1/2019 Department Head Hudson P. Rogers College/Division 4/1/2019 Ellis Heath **Executive Committee** 4/1/2019 Dean/Director Dean Wayne Plumly **Graduate Executive** Committee (for graduate course) **Graduate Dean** (for graduate course) **Academic Committee** $\boxtimes$ No $\square$ Yes [select college & indicate department(s)] \*Will this change impact another college/department? College: Select One. Department(s):

*							Company of the compan	
Valdosta State University Curriculum Form  VALDOSTA  STATE  Request for a REVISED COURSE					S	Date of Submission:	04/1/2019	
*Course/d	curric	culum revisions originate with a fac	culty me	mber or curric	ulum co	mmittee in th	e Academic Program.	
College:	Col	llege of Business Administration	n		Dep	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name:	Hu	dson P. Rogers			F	Requestor's Role:		
CURRENT: (list only	itei	ms to be changed)	J.	REQUESTED	: (list c	only items to	be changed)	
Course Prefix and Number:	М	KTG 3620		Course and Nu				
Course Title:	Со	nsumer Behavior		Course	Title:			
Credit Hours:	3			Credit I	Hours:	8		
Lecture Hours:	3			Lecture I	Hours:			
Lab Hours:			8	Lab I	Hours:			
Pre-requisites:	MKTG 3050			Pre-requisites:		MKTG 3050 with a grade of "C" or better.		
CURRENT Course D	esc	ription:		NEW Course	e Desci	ription: (hove	er over for instructions)	
Motives, attitudes, and expectations of consumers and purchasing agents that contribute to the understanding of the marketing process.								
Program Level:		Course Classification:	Seme	ster to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
☑ Undergraduat	te		·		2019	Twice per Year		
Justification: (selec	t on	e or more of the following and	provide	appropriate	narrati	ive below:)		
☐ Improving student learning outcomes ☐ Mandate of State/Federal/Accrediting Agency ☐ Adopting current best practice(s) in field ☐ Other —								
The change reflects a clarification of the prerequisite which requires completion of MKTG 3050 with a grade of "C" or better. This is a long-standing requirement for all courses in the College of Business but it is not stated in the catalog description. This change brings the catalog description into line with the college requirement.								

Source of Data to Support Change (select one or more of the following):					
Indirect Measures; SOIs, student/employer/alumni surveys, etc.					
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)					
Plans for assessing course effectiveness/meeting program learning outcomes					
(select one or more of the following and provide appropriate narrative below):					
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.					
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)					
Other Data Source Descriptions –					

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ALDOSTA S T A T F BININGSIAN design to the content Pine 2000.		tate University - REVISED ( or a REVISED COURSE	COURSE Form		
Approv	als:	Print:	Sign	ature:	Date:
Departi	ment Head	Hudson P Rogers	Xulan 1	Rogers	4/1/2019
Colleg Executive (	ge/Division Committee	Ellis Heath	21		4/1/2019
Dea	n/Director	Dean Wayne Plumly	Allant	Sharp	4/1/2019
	e Executive		00		
	Committee aduate course)				
	luate Dean aduate course)				
Academic (	Committee				
Will this ch	ange impa	ct another college/department?	⊠ No □ Yes [	select college & indica	te department(s)]
College:	Select Or	ne.	Department(s):		

Valdosta State University Curriculum Form  VALDOSTA  • Request for a REVISED COURSE  S					Date of ubmission:	04/1/2019		
*Course/c	urric	ulum revisions originate with a fac	ulty me	mber or curricu	ılum co	mmittee in the	e Academic Program.	
Callagae	C-1	In an of Ducinosa Administration	15	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Dep	t. Initiating	Dept. of Marketing &	
College:	Col	lege of Business Administration	· · · · · · · · · · · · · · · · · · ·		<i>s</i> -	Request:	International Business	
Requestor's Name:	Hu	dson P. Rogers			R	equestor's Role:	Department Head	
CURRENT: (list only items to be changed)				REQUESTED	: (list o	nly items to	be changed)	
Course Prefix and Number:	M	CTG 3650		Course and Nu				
Course Title:	Ma	arketing Research	-	Course	Title:			
Credit Hours:	3			Credit I	lours:			
Lecture Hours:	3			Lecture H	re Hours:			
Lab Hours:				Lab F	Lab Hours:			
Pre-requisites:	MKTG 3050, and BUSA 2100 or MATH 2620			better,		better, an 2620 with	050 with a grade of "C" or and BUSA 2100 or MATH ther with a grade of "C" or	
CURRENT Course I	Desc	ription:		<b>NEW Course Description:</b> (hover over for instructions)				
Develops the scientific process of problem solving in a marketing context. Covers the concepts of problem definition, hypothesis testing, questionnaire development, research design, and interpretation of statistical findings.  NEW Course Description: (hover over for instructions)								
Program Level:	evel: Course Classification: Seme		ester to be Year to be tive: Effective:			Estimated Frequency of Course Offering:		
□ Undergradua     □ Graduate	te	<ul><li>☐ Core</li><li>☒ Major Requirement</li><li>☐ Elective</li></ul>		Fall Spring Summer	2019		Twice per Year	
Justification: (sele	ct or	ne or more of the following and	provide	e appropriate	narrat	ive below:)		
☐ Improving student learning outcomes ☐ Mandate of State/Federal/Accrediting Agency								

The change reflects a clarification of the prerequisite which requires completion of MKTG 3050 with a grade of "C" or better, and BUSA or MATH 2620 with a grade of "C" or better. This is a long-standing requirement for all courses in the College of Business but it is not stated in the catalog description. This change brings the catalog description into line with the college requirement.

Adopting current best practice(s) in field

Other −

Source of Data to Support	Change (select one or more of the following	lowing):				
	ls, student/employer/alumni surveys,	etc.				
☐ Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/assignment	ts, etc.)			
Plans for assessing course	effectiveness/meeting program lear	ning outcomes				
(select one or more of the f	ollowing and provide appropriate nar	rative below):				
☐ Indirect Measures; SO	ls, student/employer/alumni surveys,	, etc.				
		n assessment (tests/portfolios/assignment	ts, etc.)			
Other Data Source Des						
9 And 1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (190) (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (190) (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (1900 (190) (1900 (1900 (190) (1900 (1900 (1900 (1900 (1900 (190) (1900 (1900 (190) (1900 (1900 (190) (1900 (1900 (1900 (190) (1900 (190) (1900 (190) (1900 (1900 (190) (1900 (190) (1900 (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (1900 (190) (190) (1900 (190) (190) (190) (190) (190) (1900 (190) (190) (190) (190) (190) (						
2						
▲ Valdosta S	tate University - REVISED C	OURSE Form				
	or a REVISED COURSE					
EMPLOYED NO. PARTY Statistics of the Control of the	Print:	Signature:	Date:			
Approvals:	Print:	Signature.	2 4 4			
Department Head	Hudson P Rogers	Kulon P. Kogey	4/1/2019			
College/Division	Ellis Heath	22	4/1/2019			
Executive Committee		in Oath				
Dean/Director	Dean Wayne Plumly	Marydal	4/1/2019			
Graduate Executive		000	a a			
Committee (for graduate course)						
(101 Bradate course)						

Graduate Dean (for graduate course)

\*Will this change impact another college/department?

Select One.

Academic Committee

College:

 $\boxtimes$  No  $\square$  Yes [select college & indicate department(s)]

*							4
Valdosta State University Curriculum Form  VALDOSTA  STATE  • Request for a REVISED COURSE  Date of Submission:						04/1/2019	
*Course/d	curriculu	ım revisions originate with a fac	culty me	ember or curric	ulum co	mmittee in th	e Academic Program.
College:	Colleg	ge of Business Administration	n		Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Huds	on P. Rogers		985 - 4 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	F	Requestor's Role:	Department Head
CURRENT: (list only items to be changed)  REQUESTED: (list only it					only items to	be changed)	
Course Prefix and Number:	МКТО	G 4220		Course and Nu			
Course Title:	Retai	ling		Course	Title:		
Credit Hours:	3			Credit	Hours:		
Lecture Hours:	3			Lecture Hours:			
Lab Hours:				Lab Hours:			
Pre-requisites:	MKTG 4200			Pre-requisites: MKTG 30			50 with a grade of "C" or
CURRENT Course D	Descrip	tion:	,	NEW Cours	e Desci	ription: (hove	er over for instructions)
	A-5.	ciples employed in the ana stail intermediary.	llysis				
Program Level:	m Level: Course Classification: Seme				to be tive:	Estimated Frequency of Course Offering:	
☑ Undergraduat		<ul><li>☐ Core</li><li>☐ Major Requirement</li><li>☒ Elective</li></ul>		Fall Spring Summer		2019	Once per Year
Justification: (selec	t one o	or more of the following and	provide	appropriate	narrati	ive below:)	
☐ Improving student learning outcomes ☐ Mandate of State/Federal/Accrediting Agency							

Other −

Course description lists MKTG 4200 as a prerequisite. However, there is no such course on the books. The change reflects requirement of MKTG 3050 with a grade of "C" or better as a prerequisite for this course. Students taking MKTG 4220 are expected to have some knowledge of the principles of marketing that are

covered in the introductory marketing class (MKTG 3050). This change also brings the course description in line with current practice of having students complete MKTG 3050 Introduction to Marketing prior to taking MKTG

Adopting current best practice(s) in field

4220 Retailing.

237

Source of Data to Support	Change (select one or more of the )	following):	
	Ols, student/employer/alumni surve	ys, etc.	
☐ Direct Measures; Mat	erials collected/evaluated for progr	am assessment (tests/portfolios/assignme	ents, etc.)
Plans for assessing course	effectiveness/meeting program le	arning outcomes	
(select one or more of the	following and provide appropriate n	arrative below):	
	Ols, student/employer/alumni surve	ys, etc.	
□ Direct Measures; Mat     □	erials collected/evaluated for progr	am assessment (tests/portfolios/assignme	ents, etc.)
☐ Other Data Source De	scriptions –		
			-
			7
(1) W.I.I. (1)		2011025 5	<u> </u>
	tate University - REVISED	COURSE Form	
S TATE  STATE  SHOWN AND STATE  SHOWN AND STA	or a REVISED COURSE		
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Aulso Piloyer	4/1/2019
College/Division Executive Committee	Ellis Heath		4/1/2019
Dean/Director	Dean Wayne Plumly	Allan Smuf	4/1/2019
Graduate Executive		0 00	
Committee (for graduate course)			
Graduata Doan		8	

(for graduate course)

Select One.

\*Will this change impact another college/department?

Academic Committee

College:

oxtimes No oxtimes Yes [select college & indicate department(s)]

VALUE OF TA		State University Curri	culun	n Form	S	Date of ubmission:	04/1/2019	
*Course/d	curric	ulum revisions originate with a fa	culty me	ember or curric	ulum co	mmittee in th	e Academic Program.	
College:	Col	lege of Business Administration	n		Dep	t. Initiating	Dept. of Marketing &	
			•			Request:	International Business	
Requestor's Name:	Hu	dson P. Rogers			F	Requestor's Role:	Department Head	
CURRENT: (list only	y iter	ns to be changed)	t)	REQUESTED	: (list c	: (list only items to be changed)		
Course Prefix and Number:	Mĸ	CTG 4670	v	Course and Nu			,	
Course Title:	Ma	rketing Channels		Course	Title:			
Credit Hours:	3			Credit I	Hours:			
Lecture Hours:	3			Lecture I	Hours:			
Lab Hours:		10.70		Lab I	Hours:			
Pre-requisites:	MK	TG 3050		Pre-requ	isites:	MKTG 305 better.	60 with a grade of "C" or	
CURRENT Course D	Descr	ription:		NEW Course	e Desci	iption: <u>(hove</u>	er over for instructions)	
channel design, so participants and f	trate funct	stribution function. Covers: egy and structure; channel tions; channel management; and logistics systems.	; and				100 B	
Program Level:		Course Classification:	Seme Effect	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
		☐ Core	⊠ i	Fall			a	
☑ Undergraduat	e	☐ Major Requirement	$\boxtimes$	Spring		2019	Twice per Year	
☐ Graduate		⊠ Elective		Summer				
Justification: (selec	ct on	e or more of the following and	provide	appropriate	narrati	ve below:)		
☐ Improving stu	dent	learning outcomes		☐ Mandat	e of St	ate/Federal/	Accrediting Agency	

The change reflects a clarification of the prerequisite MKTG 3050 which requires completion with a grade of "C" or better. This is a long-standing requirement for all courses in the College of Business but it is not stated in the catalog description. This change brings the catalog description into line with the college requirement.

Adopting current best practice(s) in field

Other −

Source of Data to Support	Change (select one or more of the f	ollowing):	
	Ols, student/employer/alumni survey	rs, etc.	
☐ Direct Measures; Mat	erials collected/evaluated for progra	am assessment (tests/portfolios/assignmer	its, etc.)
Plans for assessing course	effectiveness/meeting program lea	rning outcomes	
(select one or more of the j	following and provide appropriate no	arrative below):	
	Ols, student/employer/alumni survey	rs, etc.	
□ Direct Measures; Mat     □	erials collected/evaluated for progra	am assessment (tests/portfolios/assignmer	its, etc.)
Other Data Source De	scriptions –	*	
	~		
<u> </u>			
VALDOCTA	tate University - REVISED or a REVISED COURSE	COURSE Form	
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Aula Phogen	4/1/2019
College/Division Executive Committee	Ellis Heath		4/1/2019
Dean/Director	Dean Wayne Plumly	Iller Ind	4/1/2019
Graduate Executive Committee (for graduate course)			
Graduate Dean (for graduate course)			
Academic Committee			

\*Will this change impact another college/department?

Select One.

College:

No □ Yes [select college & indicate department(s)]

· ·				2 10 1000000000000000000000000000000000			-
Viv poera		State University Curri	culun	n Form	s	Date of ubmission:	04/1/2019
*Course/d	curric	culum revisions originate with a fac	culty me	mber or curric	ulum co	mmittee in the	e Academic Program.
College:	Col	llege of Business Administration	n		Dept. Initiating Request:		Dept. of Marketing & International Business
Requestor's Name:	Hu	idson P. Rogers	,		Requestor's Role:		Department Head
CURRENT: (list only	y iter	ms to be changed)		REQUESTED	: (list c	only items to	be changed)
Course Prefix and Number:	Mk	KTG 4680		Course and Nu			6
Course Title:	Int	ernational Marketing		Course	Title:		
Credit Hours:	3			Credit I	Hours:		ā.
Lecture Hours:	3			Lecture I	Hours:		
Lab Hours:				Lab I	Hours:		
Pre-requisites:	Mk	KTG 3050		Pre-requ	isites:	MKTG 305 better.	50 with a grade of "C" or
CURRENT Course I	Desci	ription:		NEW Course	e Desci	iption: (hove	er over for instructions)
the framework of	fthe	nd international business usi e world market place. Aspect unique to international busi	s of				
Program Level:		Course Classification:	Seme Effect	ester to be tive:	Year Effec		Estimated Frequency of Course Offering:
□ Undergraduat     □ Graduate	te	☐ Core ☐ Major Requirement ☑ Elective		Fall Spring Summer		2019	Twice per Year
_		ne or more of the following and	51.04.979.03	appropriate			Accrediting Agency
1_		t learning outcomes best practice(s) in field		☐ Manda		ate/ redei di/	Acciediting Agency

The change reflects a clarification of the prerequisite which requires completion of MKTG 3050 with a grade of "C" or better. This is a long-standing requirement for all courses in the College of Business but it is not stated in the catalog description. This change brings the catalog description into line with the college requirement.

Source of Data to Support	Change (select one or more of the fol	lowing):	
	ls, student/employer/alumni surveys,	, etc.	
☐ Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/assignmen	ts, etc.)
Plans for assessing course	effectiveness/meeting program lear	ning outcomes	
(select one or more of the f	following and provide appropriate nar	rative below):	
	ls, student/employer/alumni surveys,	, etc.	
□ Direct Measures; Material	erials collected/evaluated for progran	n assessment (tests/portfolios/assignmen	ts, etc.)
Other Data Source De	scriptions –		
VI v range and	tate University - REVISED C	OURSE Form	
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Luber P. Loger	4/1/2019
College/Division Executive Committee	Ellis Heath	2	4/1/2019
Dean/Director	Dean Wayne Plumly	Allan Shulf	4/1/2019
Graduate Executive		01)	

Committee (for graduate course) Graduate Dean (for graduate course)

Select One.

\*Will this change impact another college/department?

Academic Committee

College:

No □ Yes [select college & indicate department(s)]

			H			
Var is court	sta State University Curiuest for a REVISED COURSE	riculur	n Form	S	Date of ubmission:	04/1/2019
*Course/d	curriculum revisions originate with a j	faculty me	ember or curric	ulum co	mmittee in th	e Academic Program.
College:	College of Business Administrati	on		Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Gary Futrell		2	Requestor's Role:		Faculty
CURRENT: (list only	items to be changed)		REQUESTED	: (list c	only items to	be changed)
Course Prefix and Number:	MKTG 4750		Course and Nu			, and a subtraction of the subtr
Course Title:	Marketing of Services		Course	Title:	2	**************************************
Credit Hours:	3		Credit I	Hours:		
Lecture Hours:	3		Lecture I	Hours:		A. A. Maria D. M. Maria Appendix A.
Lab Hours:		TUD- NY SECUEDAROSTANIANA AND	Lab	Hours:		
Pre-requisites:			Pre-requ	isites:	MKTG 305 better.	50 with a grade of "C" or
CURRENT Course D	Description:		NEW Course	e Descr	iption: <u>(hove</u>	er over for instructions)
with emphasis on marketing, servic customer satisfac implementation of of industries. Cou	allegnes in effective service dela uniques aspets of services e quality, the service-marketing tion & loyalty, and the of service strategies across a val arse also examines the different keting of manufactured goods services.	g mix, riety ces	with emph marketing, customer s implement of industric	asis or service satisface ation cass. Cou	n unique aspection & loya of service starts of service starts of also exite	effective service delivery bects of services ne service-marketing mix, lty, and the trategies across a variety amines the differences anufactured goods and
Program Level:	Course Classification:	Seme	ester to be tive:	Year Effec		Estimated Frequency of Course Offering:
☑ Undergraduat	□ Core □ Major Requirement ⊠ Elective		Fall Spring Summer		2019	Once per Year

Program Level:

Course Classification:

Semester to be Effective:

Effective:

Fall

Major Requirement

Elective

Summer

Core

Fall

Spring

Summer

Core

Fall

Major Requirement

Ma

Source of Data to Support	Change (select one or more of the fo	ollowing):	
	ls, student/employer/alumni survey	s, etc.	
☐ Direct Measures; Mate	erials collected/evaluated for progra	ım assessment (tests/portfolios/assignmen	ts, etc.)
Plans for assessing course	effectiveness/meeting program lea	rning outcomes	
(select one or more of the f	ollowing and provide appropriate no	arrative below):	
	ls, student/employer/alumni survey	s, etc.	*
□ Direct Measures; Mate	erials collected/evaluated for progra	am assessment (tests/portfolios/assignmen	its, etc.)
Other Data Source Des			*
→ Valdosta S	tate University - REVISED	COURSE Form	
	r a REVISED COURSE		
garding for the Nort Conserv § 100 - 240 o		Cimatuus	Data
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Knew P. Rogery	4/1/2019
College/Division Executive Committee	Ellis Heath	2	4/1/2019
Dean/Director	Dean Wayne Plumly	116 1111	4/1/2019
		and the said	
Graduate Executive	*		
Committee			
(for graduate course)			
Graduate Dean (for graduate course)	_ 1		
Academic Committee			

\*Will this change impact another college/department?

Select One.

College:

 $\boxtimes$  No  $\square$  Yes [select college & indicate department(s)]

7.7. A. C.		State University Curric for a REVISED COURSE	culun	n Form		Date of Submission:	04/1/2019
*Course/c	curric	ulum revisions originate with a fac	culty me	mber or curricu	ulum co	mmittee in the	e Academic Program.
College:	Col	lege of Business Administration	า		Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Hu	dson P. Rogers		1	l	Requestor's Role:	Department Head
CURRENT: (list onl)	y iter	ns to be changed)		REQUESTED	): (list o	only items to	be changed)
Course Prefix and Number:	Mk	CTG 4810			urse Prefix d Number:		
Course Title:	Spe	Special Topics in Marketing		Course	Title:		
Credit Hours:	3			Credit I	Hours:		•
Lecture Hours:	3			Lecture I	Hours:		
Lab Hours:				Lab I	Hours:		
Pre-requisites:				Pre-requ	isites:	MKTG 305 better.	50 with a grade of "C" or
CURRENT Course (	Desci	ription:	<del>(-)</del>	NEW Cours	e Desc	ription: (hov	er over for instructions)
be repeated once approval of advis	e for or a	cs in the field of marketing. It additional credit with prior nd instructor if different top bsequent course.		be repeate approval o	ed onc f advi	e for additions	e field of marketing. May onal credit with prior artment chair if different osequent course.
Program Level:	e e	Course Classification:	Seme Effec	ester to be tive:		to be ctive:	Estimated Frequency of Course Offering:
☑ Undergradua	te	<ul><li>☐ Core</li><li>☐ Major Requirement</li><li>☒ Elective</li></ul>		Fall Spring Summer		2019	Every other Year
Justification: (sele	ct on	e or more of the following and	provide	e appropriate	narra	tive below:)	
☐ Improving stu	ıden	t learning outcomes		☐ Manda	te of S	tate/Federal,	/Accrediting Agency
		best practice(s) in field		Other -	_		
The change refle	cts a	nn addition of a prerequisite	MKTG	3050 with a	grade	of "C" or b	etter for this 4000 level

marketing course. New course description also indicates the approval of "department chair" required.

Source of Data to Support	Change (select one or more of the	e following):	
	ls, student/employer/alumni surv	veys, etc.	
☐ Direct Measures; Mate	erials collected/evaluated for pro	gram assessment (tests/portfolios/assignme	ents, etc.)
Plans for assessing course	effectiveness/meeting program	learning outcomes	
(select one or more of the f	following and provide appropriate	narrative below):	
	Is, student/employer/alumni surv	veys, etc.	
		gram assessment (tests/portfolios/assignm	ents, etc.)
Other Data Source De			*
		*	
→ Valdosta S	tate University - REVISE	D COURSE Form	
	or a REVISED COURSE		
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Aulon P. Roger	4/1/2019
College/Division Executive Committee	Ellis Heath	2 al	4/1/2019
Dean/Director	Dean Wayne Plumly	flant shuff	4/1/2019
Graduate Executive Committee (for graduate course)		000	
Graduate Dean (for graduate course)			
Academic Committee			

\*Will this change impact another college/department?

Select One.

College:

 $\boxtimes$  No  $\square$  Yes [select college & indicate department(s)]

TTO A DECEMBER	sta State University Curruest for a REVISED COURSE	iculur	n Form	S	Date of ubmission:	04/1/2019
*Course/c	curriculum revisions originate with a fo	aculty me	ember or curric	ulum co	mmittee in th	e Academic Program.
College:	College of Business Administration	n		Dept. Initiating Request:		Marketing & International Business
Requestor's Name:	Hudson P. Rogers			R	Requestor's Role:	Department Head
CURRENT: (list only	items to be changed)		REQUESTED	: (list c	only items to	be changed)
Course Prefix and Number:	IB 3000		Course and Nu			
Course Title:	Introduction to International Business		Course	Title:		
Lecture Hours:	3	e	Lecture	Hours:		
Lab/Contact Hours:			Lab/Contact	Hours:	1	
Credit Hours:	3		Credit	Hours:		
Pre-requisites:			Pre-requ	isites:	Completic	on of 45 Credit hours
CURRENT Course D	Pescription:	8	NEW Cours	e Descr	iption: (hove	er over for instructions)
different foreign	country risks, distinguishing bet business structures and practice uation cultural distinctions and uals.	es,	,			
Program Level:	Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:
□ Undergraduat     □ Graduate	□ Core (Area A-E) □ Major Requirement □ Elective		Fall Spring Summer	2019		Every Semester

☐ Mandate of State/Federal/Accrediting Agency

☑ Other –

Clarifying prerequisite for both business and non-business students enrolled in the introductory international business course (IB 3000 Introduction to International Business). Existing 3000 level course does not indicated a

**Justification:** (select one or more of the following and provide appropriate narrative below:)

☐ Improving student learning outcomes☐ Adopting current best practice(s) in field

prerequisite.

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Course of Data to Cumpout	Change (solest one or more of the fo	Harriagh.	
	Change (select one or more of the fo	<i>5,</i>	
	lls, student/employer/alumni surveys		
		m assessment (tests/portfolios/assignm	ents, etc.)
Plans for assessing course	effectiveness/meeting program lear	rning outcomes	
(select one or more of the f	following and provide appropriate na	rrative below):	
☐ Indirect Measures; SO	ls, student/employer/alumni surveys	s, etc.	
Direct Measures; Mat	erials collected/evaluated for progra	m assessment (tests/portfolios/assignm	ients, etc.)
Other Data Source De	scriptions –		9 7
Assessment via in-course	e assignments including quizzes ar	nd exams.	
		<u>'</u>	
A Valdosta S	tata University - PEVISED (	COLIDSE Form	
Vi z recomA	tate University - REVISED ( or a REVISED COURSE	COOKSE FOITH	
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P. Rogers	(III) D No.	
		(Hubren 1. 199es)	4/1/2019
College/Division Executive Committee	Ellis Heath	(Auton 1. reger)	4/1/2019 4/1/2019
	Ellis Heath  Dean Wayne Plumly	Allandens	
Dean/Director  Graduate Executive Committee		Allan Umf	4/1/2019
Dean/Director  Graduate Executive Committee (for graduate course)		Allandens	4/1/2019
Dean/Director  Graduate Executive Committee		Allazy Umf	4/1/2019
Dean/Director  Graduate Executive Committee (for graduate course)  Graduate Dean		Allagy and	4/1/2019

Department(s):

College:

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VA		DST. TE

# Valdosta State University Curriculum Form

Date of

VALDOSTA  STATE  ■ Request for a REVISED COURSE				S	ubmission:	04/1/2019
*Course/curriculum revisions originate with a faculty member or curriculum committee in the Academic Program.						
College:	: College of Business Administration			Dep	t. Initiating Request:	Marketing & International Business
Requestor's Name:	HURSON P. KORETS			R	Requestor's	Department Head
CURRENT: (list only items to be changed)			REQUESTED: (list only items to be changed)			
Course Prefix and Number:	IB 4900		Course Prefix and Number:			
Course Title:	International Business Capstone		Course Title:			
Lecture Hours:	3		Lecture Hours:			
Lab/Contact Hours:			Lab/Contact Hours:		3.00	
Credit Hours:	3		Credit Hours:			
Pre-requisites:	IB 3000		Pre-requisites:		Senior standing and completion of IB 3000 with a grade of "C" or better and at least two international courses as follows: one from Economics or Finance, and one from Management or Marketing each with a grade of "C" or better.	
CURRENT Course Description:			NEW Course Description: (hover over for instructions)			
Capstone course required of International Business majors. Strategic management concepts to integrate into the functions of International Business. Analysis of international business situations, diagnosis of international business problems and opportunities, and application of functional and strategic concepts to increase organizational effectiveness on the international scale are emphasized.						
Program Level:	Course Classification:	Seme Effect	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:
□ Undergraduate     □ Graduate	☐ Core (Area A-E) ☐ Major Requirement ☐ Elective	<ul><li></li></ul>		2019		Twice per Year
Justification: (select one or more of the following and provide appropriate narrative below:)						
☐ Improving student learning outcomes ☐ Adopting current best practice(s) in field			<ul><li>☐ Mandate of State/Federal/Accrediting Agency</li><li>☐ Other –</li></ul>			
Clarifying prerequisite for the IB Capstone course. Because IB 4900 is the capstone course in the major senior						
standing is required. Students are also required to have background knowledge in international economics or						
finance and international management.						

Source of Data to Support Change (select one or more of the following):								
☐ Indirect Measures; SC	Ols, student/employer/alumni survey	s, etc.						
☐ Direct Measures; Mat	erials collected/evaluated for progra	m assessment (tests/portfolios/assignme	nts, etc.)					
Plans for assessing course	effectiveness/meeting program lea	rning outcomes						
(select one or more of the j	following and provide appropriate na	rrative below):						
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.								
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)								
Other Data Source De	scriptions –							
Assessment via in-course	e assignments including quizzes ar	nd exams.						
Vivr popula	tate University - REVISED ( or a REVISED COURSE	COURSE Form						
Approvals:	Print:	Signature:	Date:					
Department Head	Hudson P. Rogers	Auter P. Rogers	4/1/2019					
College/Division Executive Committee	Ellis Heath		4/1/2019					
Dean/Director	Dean Wayne Plumly	Illan Mary	4/1/2019					
Graduate Executive								
Committee (for graduate course)								
Graduate Dean (for graduate course)								

\*Will this change impact another college/department?

College:

oxtimes No oxtimes Yes [select college & indicate department(s)]

Department(s):

## Valdosta State University Curriculum Form

Date of 04/1/2019

STATE • REQU	lest for a NEW C	OUKSE			Sui	omission:		
*Course/curriculum	change or additio	n originates with a fac	culty membe	r or curr	riculum co	ommittee in	the Aca	demic Program.
College:	College of Busin	ness Administration			Dept.	Initiating Request:		of Marketing & national Business
Requestor's Name:	Hudson P. Roge	Hudson P. Rogers				questor's Role:		rtment Head
Proposed NEW Course Prefix: (Consult abbreviations in the catalog)				NEW Course Number: (Consult #s in the catalog)			4810	
Proposed NE	W Course Title:	Special Topics in Ir	nternationa	l Busine	ess			
NEW Course Title	e Abbreviation: Ocharacter spaces)	Special Topics in Ir	nternationa	l Busine	ess			
1	Prerequisite(s):  IB 3000 with a grade of "C" or better and at least one integrate (s):  ECON, FIN, MGNT, or MKTG with a grade of "C" or better.						onal course from	
Lecture Hours:	3	Lab Hou	ırs:			Credit H	lours:	3
Proposed NEW Course	Description: (Lim	it to 50 words. Include r	equisites, cros	ss listings,	, special re	quirements, (	etc.)*	
Study of specific topics approval of advisor and			150	-				redit with prior
Program Level:	Course Cl	assification:			Year to be Effective:		Estimated Frequency of Course Offering:	
☑ Undergraduate ☐ Graduate	☐ Core ☐ Majo ☑ Elec	or Requirement		☐ Fall ☐ Spring ☐ Summer		019		4
Justification: (select on	e or more of the	following and provi	de appropr	iate nari	rative be	elow:)		
	learning outcom	nes	☐ Mandate of State/Federal/Accrediting Agency					
Adopting current b	est practice(s) in	field		Other –				
Addition of this course	provides the opp	ortunity for studen	ts majoring	in inter	rnationa	business t	o have	access to topics
that maybe of interest	to the field of int	ernational business						
** Attach	General Course	Syllabus/Support of	documents	with co	urse ou	comes/as	sessme	nts **

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **
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## Valdosta State University – NEW COURSE Form • Request for a NEW COURSE

Approva	ıls:	e: Date:		
Departr	ment Head	Hudson P Rogers	Kuhm R. Re	94/1/2019
College/Division	Executive Committee	Ellis Heath	2 1	4/1/2019
Dea	n/Director	Dean Wayne Plumly	Manth	4/1/2019
(	Executive Committee		100	
Grad	uate Dean aduate course)			
Academic (	Committee			
*Will this ch	nange impad	ct another college/department?	⊠ No □ Yes [select	college & indicate department(s)]
College:	Select One	e.	Department(s):	

# IB 4810 Special Topics in International Business CRN xxxxx – Section \_\_\_, Semester Year Langdale College of Business Department of Marketing & International Business Valdosta State University

**Instructor:** Dr. Hudson Rogers

Office: HSB 3002N

Phone: (229) 245-2247

E-mail: hprogers@valdosta.edu

Office Hours:

Monday 11:00 a.m. - 5:00 p.m.; Wednesday: 8:30 a.m. to

12:00 noon & 1:00 p.m. - 5:00 p.m.; Tuesday &

Thursday: 8:30 a.m. - 12:00 noon & 1:00 p.m. - 5:00 p.m.

& by appointment.

**Prerequisite:** IB 3000 with a grade of "C" or better and at least one international course from ECON, FIN, MGNT, or MKTG with a grade of "C" or better. **Required Materials:** To be assigned based on the selected topic.

#### **Course Description (3 Cr. Hrs)**

IB 4810. Special Topics in International Business. Prerequisite: Study of specific topics in the field of international business. May be repeated only once for additional credit with prior approval of advisor and department head if different topics are covered in the subsequent course.

#### **Educational Outcomes:**

The student will:

- Display a fundamental knowledge and mastery of the selected subject matter/topic that is the focus of the course.
- As applicable, students will successful complete assignments (quizzes, exams, case analyses, presentations, written reports/projects).

#### Withdrawal Policy

Students can only withdraw without penalty before the midterm date in the semester. Barring documented medical hardships, if students wait until after that date they will receive the grade of "WF" (which counts towards the GPA the same as an "F"). Valdosta State University's policy stipulates that students can receive no more than five "W"s during their tenures here.

#### **GRADE:**

The semester grade of will be based on (1) a review of the literature or selected readings, (2) a project/report from the student, and other assignments as required.

**Completion of Work:** All work should be completed by the due dates. Unless excused, failure to take an exam or quiz at the scheduled time will result in a score of zero. Any potential post-term submissions should be discussed with the professor **prior** to the due date and certainly prior to the final week of class. This does not excuse any student from meeting deadlines listed in the course calendar.

Failure to complete all assigned work will result in a Failing or Incomplete grade. Incompletes are reserved for students making success progress in the course (overall passing grade) and for very special circumstances such as students who experience a medical condition right before a due date.

#### **Incomplete course work (I-Grade):**

A grade of "I" will be provided <u>only</u> in cases of extreme duress and for non-academic reasons. A student receiving a grade of "I" will complete the assignment(s) by a mutually agreed upon date (usually within one semester.) In most cases the student will be penalized one letter grade for failure to complete the assignment(s) within the time allotted.

#### Communication:

As applicable, e-mail or face-to-face meetings, and/or the web may be used to provide class notes, supplemental materials, and notices to the class. Each student will be required to obtain and maintain a valid VSU email account.

When communicating in this course, students must use their VSU email addresses. As such, personal e-mails addresses should not be used for conducting VSU-related correspondence.

Apart from face-to-face meetings, we will be primarily communicating through Blaze View e-mail of VSU e-mail. It is your responsibility to check your Blaze View e-mail. If you select to use the general VSU e-mail (not Blaze View email), you need to place the Course Prefix and Number (MKTG 4180) in the e-mail subject line so that it is easily identifiable as course related email. The instructor will usually respond to your e-mail within 24 to 48 hours of your original communication (usually much faster than that). If you send the instructor an e-mail during the weekend or very late Friday evening, you may not receive a response until Monday. If you send the instructor a message during the week and do not hear back within 48 hours, please send another, as I probably did not receive or missed it.

#### **PROFESSIONALISM**

You are expected to conduct yourself as a business professional. The professor reserves the right to deduct grade, eject students from the classroom, and refer students for further disciplinary actions.

Please refer to the following documents (located on Blaze VIEW) regarding acceptable professional behavior and dress (gentlemen should not wear hats and sagging is not allowed in the classroom). By taking this course you agree to the expectations outlined in these documents:

- 1) VSU Student Code of Conduct (see the Student Handbook)
- 2) VSU General Expectations (see your Course Catalog)
- 3) Communication Matters (See Blaze VIEW)

#### **Extra Credit**

Extra credit will not be provided in this class.

#### ACADEMIC INTEGRITY/CODE OF CONDUCT

Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and/or as maybe articulated by the instructor. All students are expected to do their own work and to uphold a high standard of academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.). By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign/TurnItIn, a tool within Blaze VIEW. For more information on the use of SafeAssign/TurnItIn at VSU see SafeAssign/TurnItIn for Students at http://www.valdosta.edu/academics/academic-affairs/vp-office/syllabus-instruction-forturnitin. php.

"Honesty is the first chapter in the book of wisdom." — Thomas Jefferson

#### ADA STATEMENT

Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in the Farber Hall. For more information, call (V/VP) (229) 245-2498 / (TTY) (229) 219-1348, e-mail <a href="mailto:access@valdosta.edu">access@valdosta.edu</a>, or visit the website at <a href="www.valdosta.edu/access">www.valdosta.edu/access</a>

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Valdosta State University Curriculum Form  • Request for a NEW COURSE						Date of omission:	04/1/20	019
*Course/curriculum	change or addition	n originates with a fac	culty memb	er or curr	riculum co	mmittee in	the Acad	demic Program.
College:	College: College of Business Administration					Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name: Hudson P. Rogers					Re	questor's Role:	Department Head	
Proposed NEW (Consult abbreviati	ІВ			Course sult #s in t	1 4980			
Proposed NE	W Course Title:	International Busir	ness Interr	nship/Pra	acticum			
NEW Course Title	Abbreviation:  Character spaces)	International Busin	ness Interr	nship/Pra	acticum			
	IB 3000 with a grade of "C" or better and at least 2 upper level international courses from: economics, finance, management, marketing.							
Lecture Hours:	3	Lab Hours: Credit I					Hours: 3	
Proposed NEW Course	Description: (Lim	it to 50 words. Include r	equisites, cro	oss listings,	, special re	quirements,	etc.)*	
Graded "Satisfactory" of business in an employm is required. The student week of classes. This complete this course in located in the domestic Drop/ADD and prior to Guidelines and the interest.	nent situation. A t must complete ourse requires m a foreign countr (USA) environm starting the inte	project/Report, ap a workshop with th ore than employme y environment or in ent. Students must rnship and must also	proved an e Career S ent in the c n the inter complete o adhere t	d supervolutrategies domestic national the LCO o the Co	ised by a s Coordin (USA) en business BA Inter llege of l	n faculty m nator no la nvironmen departme nship Agre	ember a ter thar t. Stud nt/divis ement	and the employer, in the end of the first ents are required to sion of a company prior to the end of
Program Level:	Course Cl	assification:	Semeste Effective		Year to Effective			ated Frequency of e Offering:
<ul><li>✓ Undergraduate</li><li>☐ Graduate</li><li>Justification: (select on</li></ul>	□ Maj ⊠ Elec	☐ Core ☐ Major Requirement ☑ Elective		oring 2019 Immer				e e e e e e e e e e e e e e e e e e e
Justification: (select on	e or more of the	jollowing and provi	ue approp	nate nar	rative De	:IUW./		

Adopting current best practice(s) in field

internship focused on international business.

☐ Mandate of State/Federal/Accrediting Agency

☐ Other –

Addition of this course provides the opportunity for students majoring in international business to have access to an

\*\* Attach General Course Syllabus/Support documents with course outcomes/assessments \*\*

Source of Data to Support Change (select one or more of the following):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
Indirect Measures; SOIs, student/employer/alumni surveys, etc.
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Kur P. Kogey	4/1/2019
College/Division Executive Committee	Ellis Heath	2	4/1/2019
Dean/Director	Dean Wayne Plumly	Marting	4/1/2019
Graduate Executive Committee (for graduate course)			
Graduate Dean (for graduate course)			
Academic Committee			
*Will this change impac	ct another college/department?	⊠ No ☐ Yes [select college & indi	icate department(s)]
College: Select On	е.	Department(s):	

# IB 4980 International Business Internship CRN xxxxx – Section \_\_\_\_, Semester Year Langdale College of Business Department of Marketing & International Business Valdosta State University

Instructor: Dr. Hudson Rogers

Office: HSB 3002N

Phone: (229) 245-2247

E-mail: hprogers@valdosta.edu

Office Hours:

Monday 11:00 a.m. - 5:00 p.m.; Wednesday: 8:30 a.m. to

12:00 noon & 1:00 p.m. - 5:00 p.m.; Tuesday &

Thursday: 8:30 a.m. - 12:00 noon & 1:00 p.m. - 5:00 p.m.

& by appointment.

**Prerequisite:** IB 3000 with a grade of "C" or better and at least 2 upper level international courses from: economics, finance, management, marketing.

**Course Description (3 Cr. Hrs)** 

IB 4980. International Business Internship. The application of skills related to the academic discipline of international business in an employment situation. A project/Report, approved and supervised by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. This course requires more than employment in the domestic (USA) environment. Students are required to complete this course in a foreign country environment or in the international business department/division of a company located in the domestic (USA) environment. Students must complete the LCOBA Internship Agreement prior to the end of Drop/ADD and prior to starting the internship and must also adhere to the College of Business and IB Internship Program Guidelines and the internship/practicum can be taken only once for course credit.

#### **Educational Outcomes:**

In the written report, the student will:

- Display a fundamental knowledge of international business concepts and tool.
- Indicate how he/she applied international business concepts and tools during the practicum/internship, and what he/she learned from the assignment and experience.

#### Withdrawal Policy

Students can only withdraw without penalty before the midterm date in the semester. Barring documented medical hardships, if students wait until after that date they will receive the grade of

"WF" (which counts towards the GPA the same as an "F"). Valdosta State University's policy stipulates that students can receive no more than five "W"s during their tenures here.

#### **GRADE:**

The semester grade of "Satisfactory" or "Unsatisfactory" will be based on (1) feedback from the supervisor (see form below), (2) bi-weekly or monthly reports from the student, and (3) the formal written report from the student outlining the assignments/responsibilities, duties and accomplishments and how the internship experience contributed to a better understanding of the application of the concepts and tools of international business.

#### **Student Responsibilities:**

- Students enrolling in IB 4980 will work at least 150 hours per term and will receive three (3) credit hours upon successful completion of the practicum/internship.
- The students must 1) select a professor to serve as the academic coordinator for the course, 2) obtain a practicum/internship international business position within an organization, 3) identify a person within the organization to supervise them, and 4) select a international business practicum/internship project/responsibilities. The intern, the professor, and the organization supervisor will cooperatively structure a project/program that provides a learning experience equivalent to an in-class, three-semester-hour course. The student will submit a formal report in the format and length agreed upon with the supervising professor. The paper must address the Educational Outcomes outlined above.
- The student must complete the Internship Agreement Form, which consists of 1) student and international business practicum/internship employer information sections, 2) a description of the international business practicum/internship project/responsibilities, and 3) the signatures of the organization supervisor, the professor, the head of the Department of Marketing & International Business, and the Associate Dean or Dean of the Langdale College of Business.

#### **Employer and Organization Supervisor Responsibilities:**

- The employer will appoint an immediate supervisor to act as the organization's international business representative in structuring, implementing, and reviewing the work of the student intern.
- The supervisor will complete the practicum/intern evaluation form on page two.

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#### **Professor Responsibilities:**

• The professor will grade the formal report and review the student's International business Practicum/Internship Evaluation Form completed by the student's supervisor (employer) to determine whether a Satisfactory or Unsatisfactory final course grade is warranted.

**Completion of Work:** All work should be completed by the due dates. Unless excused, failure to take an exam or quiz at the scheduled time will result in a score of zero. Any potential post-term submissions should be discussed with the professor **prior** to the due date and certainly prior to the final week of class. This does not excuse any student from meeting deadlines listed in the course calendar.

Failure to complete all assigned work will result in a Failing or Incomplete grade. Incompletes are reserved for students making success progress in the course (overall passing grade) and for very special circumstances such as students who experience a medical condition right before a due date.

#### Incomplete course work (I-Grade):

A grade of "I" will be provided <u>only</u> in cases of extreme duress and for non-academic reasons. A student receiving a grade of "I" will complete the assignment(s) by a mutually agreed upon date (usually within one semester.) In most cases the student will be penalized one letter grade for failure to complete the assignment(s) within the time allotted.

#### Communication:

As applicable, e-mail or face-to-face meetings, and/or the web may be used to provide class notes, supplemental materials, and notices to the class. Each student will be required to obtain and maintain a valid VSU email account.

When communicating in this course, students must use their VSU email addresses. As such, personal e-mails addresses should not be used for conducting VSU-related correspondence.

Apart from face-to-face meetings, we will be primarily communicating through Blaze View email or VSU e-mail. It is your responsibility to check your Blaze View e-mail. If you select to use the general VSU e-mail (not Blaze View email), you need to place the Course Prefix and Number (MKTG 4180) in the e-mail subject line so that it is easily identifiable as course related email. The instructor will usually respond to your e-mail within 24 to 48 hours of your original communication (usually much faster than that). If you send the instructor an e-mail during the weekend or very late Friday evening, you may not receive a response until Monday. If you send the instructor a message during the week and do not hear back within 48 hours, please send another, as I probably did not receive or missed it.

#### **PROFESSIONALISM**

You are expected to conduct yourself as a business professional. The professor reserves the right to deduct grade, eject students from the classroom, and refer students for further disciplinary actions.

Please refer to the following documents (located on Blaze VIEW) regarding acceptable professional behavior and dress (gentlemen should not wear hats and sagging is not allowed in the classroom). By taking this course you agree to the expectations outlined in these documents:

- 1) VSU Student Code of Conduct (see the Student Handbook)
- 2) VSU General Expectations (see your Course Catalog)
- 3) Communication Matters (See Blaze VIEW)

#### **Extra Credit**

Extra credit will not be provided in this class.

#### ACADEMIC INTEGRITY/CODE OF CONDUCT

Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and/or as maybe articulated by the instructor. All students are expected to do their own work and to uphold a high standard of academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.). By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign/TurnItIn, a tool within Blaze VIEW. For more information on the use of SafeAssign/TurnItIn at VSU see SafeAssign/TurnItIn for Students at http://www.valdosta.edu/academics/academic-affairs/vp-office/syllabus-instruction-forturnitin. php.

"Honesty is the first chapter in the book of wisdom." — Thomas Jefferson

#### ADA STATEMENT

Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in the Farber Hall. For more information, call (V/VP) (229) 245-2498 / (TTY) (229) 219-1348, e-mail <a href="mailto:access@valdosta.edu">access@valdosta.edu</a>, or visit the website at <a href="https://www.valdosta.edu/access">www.valdosta.edu/access</a>

Name of intern		8	
<b>Instructions:</b> Listed below are a number of charact For each characteristic, place an X mark on the ratio intern being rated. Your comments and evaluation w grade.	ng scale, under the	word(s) that be	st describes the
	Needs Improvement	Acceptable	Above Average
Accuracy (Correctness of work duties performed.)			
Alertness (Ability to understand instructions and to solve problem situations.)	4		,
Attendance (Dedication to coming to work on time, conforming to work hours, and avoiding absences.)			*
Courtesy (Politeness of the attention that the intern gives other people.)			
Creativity (Talent for being imaginative and for finding new and better ways of doing things.)			
<b>Drive</b> (Extent to which the intern is a self-starter and has a desire to attain goals.)			
Efficiency (Ability to complete work within the time allowed.)			
Job Knowledge (Knowledge of the information concerning work duties that the intern should know for a satisfactory job performance.)			
Stability (Ability to withstand pressure and to remain calm in crisis situations.)			
Value of Services (Extent to which the intern performed valuable services.)			

Signature of intern supervisor

Date



# LANGDALE COLLEGE OF BUSSINESS ADMINISTRATION MONTHLY INTERNATIONAL BUSINESS IN PERNSHIP REPORT

Intern Name:		
Organization Name:		
International Business Internshi	ip Hours Worked this Montl	n:
Total International Business Int	ernshin Hours Completed:	

- 1. Briefly describe the duties to which you have been assigned this month (be Specific).
- 2. What went well this month?
- 3. Describe any problems you encountered this month.
- 4. What activities will you be accomplishing next month?



#### FINAL PRACTICUM REPORT

Intern Name:		_
Organization Name:		
Organizational Supervisor:		_
Total International Business Internsh	ip Hours Completed:	
Answer the following questions		

#### nswer the following questions.

- 1. Describe the duties to which you have been assigned and what you have accomplished.
- 2. What did you learn during the internship?
- 3. What surprised you during the internship?
- 4. Describe any problems you encountered during the internship.
- 5. Describe any ethical issues you encountered.
- 6. What would you have done differently during the internship?
- 7. What LCOBA courses prepared you best for this internship, how, and why?
- 8. What could LCOBA done better to prepare you for the internship?
- 9. What could the organization and/or organizations supervisor done to provide a better internship experience?

#### VSU International Business Internship Requirements

#### **Internships**

The Department of Marketing and International Business at Valdosta State University offers an International Business Internship course. Through this program students are able to earn college credit for a practical work experience. Up to three hours of course credit can be earned. The purpose of the program is to encourage students to pursue an international business practical work experience where they can apply the concepts and principals they have learned in their international business related courses.

The internship program is open to all students, not just international business majors, provided that the student has completed the required prerequisites. Grades from "A" to "F" are not assigned for this course. This is a pass/fail course so students earn a grade of Satisfactory (S) or Unsatisfactory (U). The minimum requirements are as follows:

- Must be a junior (or have completed 60 or more credit hours.)
- Must have completed the IB 3000 Introduction to International Business course
  and at least two (2) other international related business courses with one course
  taken from Economics or Finance and one course taken from Management or
  Marketing. It is highly recommended that more complimentary upper level
  business courses be completed prior to the internship experience as this will
  better prepare the student to learn and to complete the project.
- Must have at least 150 hours of practical work experience for three hours credit.
- Must complete a project term paper, which is primarily analytical in nature (not descriptive). This paper applies business and international business concepts and principles to the company in which the student is employed. For example, one student may be responsible for developing an export marketing plan for the company while another student may be responsible for developing an international business advertising campaign. It is expected that the Report will draw heavily from readings and international business related textbooks, company records, and applicable trade and other publications. The Report must be prepared in professional printed format and in standardized research paper APA format, including statement of purpose, references, and a complete listing of references.

See department for current semester Internship Agreement Form.

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Valdosta State University Curriculum Form  VALDOSTA  VALDOSTA  • Request for a NEW COURSE  Date of Submission:							04/1/2019			
*Course/curriculur	n change or additio	n originates with a fac	culty m	nember or cu	rriculu	ım co	mmittee in	the Acad	demic Program.	
College:	College of Busin	ness Administration		ы	De				of Marketing & ational Business	
Requestor's Name:	Hudson P. Roge	ers				Red	questor's Role:	Department Head		
Proposed NEW Course Prefix: (Consult abbreviations in the catalog)				ı	NEW Course Number: (Consult #s in the catalog)				4990	
Proposed N	EW Course Title:	Directed Study in I	ntern	ational Busi	iness					
NEW Course Title Abbreviation: (Limit to 30 character spaces)  Directed Study in I			ntern	ational Bus	iness					
Prerequisite(s): international relate			nd IB 3000 with a grade of "C" or better and at least one ted course from: Economics or Finance, or Management or grade of "C" or better.							
Lecture Hours:	3	Lab Hou	ırs:			Credit Hours: 3				
Proposed NEW Course	Description: (Lim	nit to 50 words. Include r	equisite	es, cross listing	s, spec	cial re	quirements,	etc.)*		
Study of specific topics research or readings p Department Chair prio	roject/topic to be	assigned by the fac	ulty.	Proper form	n mus	st be	complete	d and su	ıbmitted to the	All the second
Program Level:	Course Cl	lassification:				Year to be Effective:		Estimated Frequency of Course Offering:		
☑ Undergraduate ☐ Graduate	□ Мај	☐ Core ☐ Major Requirement ☑ Elective			☐ Fall ☐ Spring 2019 ☐ Summer					
Justification: (select o	ne or more of the	following and provi	de ap <sub>l</sub>	propriate no	arrativ	ve be	elow:)			
<ul> <li>✓ Improving student learning outcomes</li> <li>✓ Adopting current best practice(s) in field</li> <li>✓ Other –</li> </ul>					Accredi	ting Agency				

Addition of this course provides the opportunity for students majoring in international business to have access to topics

\*\* Attach General Course Syllabus/Support documents with course outcomes/assessments \*\*

that maybe of interest to the field of international business.

Source of Data to Support Change (select one or more of the following):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Plans for assessing course effectiveness/meeting program learning outcomes (select one or more of the following and provide appropriate narrative below):
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.
☑ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)
Other Data Source Descriptions –
** Attach General Course Syllabus/Support documents with course outcomes/assessments **

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### Valdosta State University – NEW COURSE Form

• Request for a NEW COURSE

Approv	als:	Print:	Signat	ure:	Date:
Depart	ment Head	Hudson P Rogers	Kuln P.	Loger	4/1/2019
College/Divisio	n Executive Committee	Ellis Heath	2/2	-7-	4/1/2019
Dean/Director		Dean Wayne Plumly	Manke		4/1/2019
	e Executive Committee raduate course)		7 00		
	duate Dean raduate course)				
Academic	Committee		,		
*Will this c	hange impa	ct another college/department?	⊠ No □ Yes [sele	ect college & indicat	e department(s)]
College:	Select On	e.	Department(s):		

# IB 4990 Directed Study in International Business CRN xxxxx - Section\_\_\_, Semester Year Langdale College of Business Department of Marketing & International Business Valdosta State University

Instructor: Dr. Hudson Rogers

Office: HSB 3002N

Phone: (229) 245-2247

E-mail: hprogers@valdosta.edu

Office Hours:

Monday 11:00 a.m. - 5:00 p.m.; Wednesday: 8:30 a.m. to

12:00 noon & 1:00 p.m. - 5:00 p.m.; Tuesday &

**Thursday:** 8:30 a.m. – 12:00 noon & 1:00 p.m. – 5:00 p.m.

& by appointment.

**Prerequisite:** Senior standing and IB 3000 with a grade of "C" or better and at least one international related course from: Economics or Finance, or Management or Marketing with a grade of "C" or better.

#### **Course Description (3 Cr. Hrs)**

IB 4990. Directed Study in International Business. Study of specific topics in the field of international business undertaken by international business majors. Directed research or readings project/topic to be assigned by the faculty. Proper form must be completed and submitted to the Department Chair prior to the last day of the Drop/Add period. Course may be taken only once for course credit.

#### **Educational Outcomes:**

The student will:

- Display a fundamental knowledge of the selected subject matter/topic that is the focus of the directed study.
- Be able to prepare a paper/report and/or review the literature related to the topic.

#### Withdrawal Policy

Students can only withdraw without penalty before the midterm date in the semester. Barring documented medical hardships, if students wait until after that date they will receive the grade of "WF" (which counts towards the GPA the same as an "F"). Valdosta State University's policy stipulates that students can receive no more than five "W"s during their tenures here.

#### **GRADE:**

The semester grade of will be based on (1) a review of the literature or selected readings, (2) a project/report from the student, and other assignments as required.

#### **Student Responsibilities:**

- Students enrolling in IB 4990 will receive three (3) credit hours upon successful completion of the directed study.
- The students must 1) select a professor to serve as the academic mentor for the course. The professor will structure a project/program that provides a learning experience equivalent to an in-class, three-semester-hour course. The student will submit a formal report in the format and length agreed upon with the supervising professor. The paper must address the subject matter related to the directed study.

Completion of Work: All work should be completed by the due dates. Unless excused, failure to take an exam or quiz at the scheduled time will result in a score of zero. Any potential post-term submissions should be discussed with the professor <u>prior</u> to the due date and certainly prior to the final week of class. This does not excuse any student from meeting deadlines listed in the course calendar.

Failure to complete all assigned work will result in a Failing or Incomplete grade. Incompletes are reserved for students making success progress in the course (overall passing grade) and for very special circumstances such as students who experience a medical condition right before a due date.

#### Incomplete course work (I-Grade):

A grade of "I" will be provided <u>only</u> in cases of extreme duress and for non-academic reasons. A student receiving a grade of "I" will complete the assignment(s) by a mutually agreed upon date (usually within one semester.) In most cases the student will be penalized one letter grade for failure to complete the assignment(s) within the time allotted.

#### Communication:

As applicable, e-mail or face-to-face meetings, and/or the web may be used to provide class notes, supplemental materials, and notices to the class. Each student will be required to obtain and maintain a valid VSU email account.

When communicating in this course, students must use their VSU email addresses. As such, personal e-mails addresses should not be used for conducting VSU-related correspondence.

Apart from face-to-face meetings, we will be primarily communicating through Blaze View e-mail or VSU e-mail. It is your responsibility to check your Blaze View e-mail. *If you select to* 

use the general VSU e-mail (not Blaze View email), you need to place the Course Prefix and Number (MKTG 4180) in the e-mail subject line so that it is easily identifiable as course related email. The instructor will usually respond to your e-mail within 24 to 48 hours of your original communication (usually much faster than that). If you send the instructor an e-mail during the weekend or very late Friday evening, you may not receive a response until Monday. If you send the instructor a message during the week and do not hear back within 48 hours, please send another, as I probably did not receive or missed it.

#### **PROFESSIONALISM**

You are expected to conduct yourself as a business professional. The professor reserves the right to deduct grade, eject students from the classroom, and refer students for further disciplinary actions.

Please refer to the following documents (located on Blaze VIEW) regarding acceptable professional behavior and dress (gentlemen should not wear hats and sagging is not allowed in the classroom). By taking this course you agree to the expectations outlined in these documents:

- 1) VSU Student Code of Conduct (see the Student Handbook)
- 2) VSU General Expectations (see your Course Catalog)
- 3) Communication Matters (See Blaze VIEW)

#### **Extra Credit**

Extra credit will not be provided in this class.

#### ACADEMIC INTEGRITY/CODE OF CONDUCT

Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and/or as maybe articulated by the instructor. All students are expected to do their own work and to uphold a high standard of academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate; the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.). By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign/TurnItIn, a tool within Blaze VIEW. For more information on the use of SafeAssign/TurnItIn at VSU see SafeAssign/TurnItIn for Students at http://www.valdosta.edu/academics/academic-affairs/vp-office/syllabus-instruction-forturnitin. php.

"Honesty is the first chapter in the book of wisdom." — Thomas Jefferson

#### ADA STATEMENT

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17. r m co om 4		tate University Curricu DEACTIVATE/ACTIVATE a Cou		Date of Submission:	04/1/2019	
College:	Colleg	e of Business Administration		Dept. Initiating Request:	Marketing & International Business	
Requestor's Name:	Hudso	on P. Rogers		Requestor's Role:	Department Head	
		*(Example: CLASS 1111 II	ntroduction to Class	)		
List of Courses (or the program or track)			agement for Sales	people (3 Hours)		
		MKTG 4070 Readings in	n Sales and Marke	ting (3 Hours)		
		MKTG 4530 Internation	nal Marketing Com	nmunication (3 H	ours)	
□ Deactivate Co	urse(s)	MKTG 4690 Social Mar	·kating (2 Hours)			
☐ Reactivate Co	urse(s)	WIKTG 4030 SOCIAI WAI	Ketilig (3 Hours)			
1						
Program Level:	20 20	Course Classification:	Semester to be Effective:	Year to be Effective:	Estimated Frequency of Course Offering:	
□ Undergradus	ate	☐ Core (Area A-E)	⊠ Fall			
☐ Graduate		<ul><li>☐ Major Requirement</li><li>☒ Elective</li></ul>	☐ Spring	2019	Select One.	
Justification: (selec	rt one o	r more of the following and pr	Summer	arrative below:)		
		arning outcomes			Accrediting Agency	
☐ Adopting curr	ent bes	t practice(s) in field	⊠ Other –			
Three (3) of the four elective courses (MKTG 4070; MKTG 4530; and MKTG 4690) have not been offered since 2016 and is not in the course rotation for the next two years because of resource (faculty) availability. The fourth course (MKTG 3070 Time Management) has been offered approximately once per year but, with the pending addition of MKTG 4160 (Advanced Professional Selling), MKTG 3070 Time Management will be taken out of the course rotation.						
Source of Data to	Support	t Change (select one or more o	of the following and	provide appropria	te narrative below):	
	-	Dis, student/employer/alumni	-	nt (toots/moutfallo	elessianments etc.	
Direct Measur	res; Mai	terials collected/evaluated for	program assessmer	iii (tests/portfollos	oy assignments, etc.)	
Course schedule/	Course schedule/offerings (2016 - 2019).					

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### Valdosta State University – DEACTIVATE/ACTIVATE a Course/Program

• Request to DEACTIVATE/ACTIVATE a Course/Program

Approv	als:	Print:	Signature:	Date:
Depart	ment Head	Hudson P. Rogers	Juden P. Rogers	4/1/2019
College/Division	n Executive Committee	Dr. Wayne Plumly	2	4/1/2019
Dea	an/Director	Dr. Wayne Plumly	Lun Alm St	4/1/2019
Graduate Executive Committee (for graduate course)			000	
	duate Dean raduate course)		,	
Academic	Committee			,
*Will this change impact another college/department?		⊠ No ☐ Yes [select college & i	indicate department(s)]	
College:	Select Or	ne.	Department(s):	

	VALDOSTA  VALDOSTA  STATE  A Request to DEACTIVATE/ACTIVATE a Course/Program					08/1/2019	
College:	Colleg	e of	Business Administration	¥	Dept. Initiating	Marketing &	
Requestor's Name:			P. Rogers		Request: Requestor's Role:	International Business  Department Head	
List of Courses (or the program or track)			*(Example: CLASS 1111 Introduction to Class)  MKTG 4230 Business-to-Business Marketing  Request to DELETE duplicate course.				
<ul><li>☑ Deactivate Course(s)</li><li>☐ Reactivate Course(s)</li></ul>			Request to DELETE dup	incate course.			
			a.				
Program Level:		Со	ourse Classification:	Semester to be Effective:	Year to be Effective:	Estimated Frequency of Course Offering:	
☑ Undergraduate ☐ Graduate			☐ Core (Area A-E) ☐ Major Requirement ☑ Elective	<ul><li>☑ Fall</li><li>☐ Spring</li><li>☐ Summer</li></ul>	2019	Select One.	
Justification: (selec	ct one c	r m	ore of the following and pr	ovide appropriate	narrative below:)		
☐ Improving stu	dent le	arni	ng outcomes	☐ Manda	te of State/Federal/	Accrediting Agency	
Course is a duplic	cate of	exis	sting course listed in the	⊠ Other -	<u></u>	Business Marketing).	
					\$.		
я							
Source of Data to	Suppor	t Ch	ange (select one or more o	of the following an	d provide approprio	te narrative below):	
☐ Indirect Meas	sures; S	Ols,	student/employer/alumni als collected/evaluated for	surveys, etc.			
□ Direct Measu	ies, ivid		ais collected/evaluated for	program 035C33111		-,,,	

VALDOSTA
STATE
CNIVERSITY

### Valdosta State University – DEACTIVATE/ACTIVATE a Course/Program

• Request to DEACTIVATE/ACTIVATE a Course/Program

Approva	als:	Print:	Signature:	Date:
Department Head		Hudson P. Rogers	Anden P. Lagers	4/1/2019
College/Divisior	n Executive Committee	Dr. Wayne Plumly		4/1/2019
Dea	n/Director	Dr. Wayne Plumly	Manlling	4/1/2019
(	E Executive Committee aduate course)			
	duate Dean aduate course)		-	
Academic	Committee			
*Will this change impact another college/department?		t another college/department?	No ☐ Yes [select college & indica	te department(s)]
College: Select One.			Department(s):	

	500		* _	*				
VALDOSTA STATE STA						Date of ubmission:	04/1/2019	
*Course/d	curric	culum revisions originate with a fac	ulty me	ember or curric	ulum co	mmittee in th	e Academic Program.	
College:	Col	llege of Business Administration	1		Dep	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name:	Dr.	. Aubrey R. Fowler III			R	Requestor's	Faculty	
CURRENT: (list only items to be changed)				REQUESTED: (list only items to be changed)				
Course Prefix and Number:	М	CTG 4770		Course and Nu		MKTG 401	1.0	
Course Title:	Ele	ectronic Business		Course	Title:	Digital Ma	rketing	
Credit Hours:	3 F	lours		Credit I	Hours:		G00000 1 90000 1 90000	
Lecture Hours:	3 F	lours	70.1	Lecture I	Hours:			
Lab Hours:				Lab I	Hours:			
Pre-requisites:	MKTG 3050			Pre-requisites:		MKTG 4000 with a grade of "C" or better		
CURRENT Course [	Desc	ription:	i.	NEW Course Description: (hover over for instructions)				
An introduction to the world of electronic business. Students enhance their marketing skills by applying marketing principles and strategies in conjunction with modern information technologies.  An introduction to the marketing of produservices via digital technologies such as the mobile phones, and social and other digital Methods covered include search engine of content marketing, email direct marketing advertising, and other digital technologies.					gies such as the Internet, and other digital media. arch engine optimization, ect marketing, display			
Program Level:		Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
□ Undergraduat     □ Graduate	te	<ul><li>☐ Core</li><li>☐ Major Requirement</li><li>☒ Elective</li></ul>		Fall Spring Summer	20	19-2020	Once per Year	
Justification: (selec	ct on	ne or more of the following and	provide	e appropriate	narrati	ive below:)		
	☐ Improving student learning outcomes ☐ Mandate of State/Federal/Accrediting Agency							

☐ Other –

The changes proposed for this course bring it into alignment with current nomenclature. Furthermore, the

description provided gives a more accurate view of what the class is about. Finally, the changes reflect a change

Adopting current best practice(s) in field

in the numbering of the course.

Source of Data to Support	Change (select one or more of the fol	lowing):					
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.							
☐ Direct Measures; Mate	☐ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
Plans for assessing course	effectiveness/meeting program lear	ning outcomes					
(select one or more of the f	following and provide appropriate nar	rative below):					
☐ Indirect Measures; SO	ls, student/employer/alumni surveys	, etc.	=				
□ Direct Measures; Material	erials collected/evaluated for prograr	n assessment (tests/portfolios/assignmen	ts, etc.)				
Other Data Source De	scriptions –		7				
		4					
▲ Valdosta S	tate University - REVISED C	OURSE Form	-				
Viv re comA	r a REVISED COURSE						
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	Houlen A Roger	4/1/2019				
College/Division Executive Committee	Ellis Heath	2 13 1	4/1/2019				
Dean/Director	Dean Wayne Plumly	Jan Son	4/1/2019				
Graduate Executive	= = = = = = = = = = = = = = = = = = = =						
Committee (for graduate course)							
Graduate Dean (for graduate course)							
Academic Committee							
*Will this change impac	ct another college/department?	No ☐ Yes [select college & indicate	department(s)]				

Department(s):

College:

Select One.

,				<del>- r</del>		Ι
VA v prograf	sta State University Curri	S	Date of ubmission:	04/1/2019		
*Course/o	curriculum revisions originate with a fa	culty me	mber or curric	ulum co	mmittee in th	e Academic Prog
College:	College of Business Administratio	ın.	Dept. Initiating			Dept. of Ma
College.	Conege of business Authinistratio	/II			Request:	Internationa
Requestor's Name:	Dr. Aubrey R. Fowler III	Requestor's Fa			Faculty	
CURRENT: (list only	y items to be changed)	3	REQUESTED	: (list o	nly items to	be changed)
Course Prefix and Number:	MKTG 4720		Course and Nu	0.00	MKTG 403	30
Course Title:	tle: Advertising Culture and Ethnography		Course Title:			
Credit Hours:	3	1.0.0	Credit Hours:			
Lecture Hours:	3		Lecture I	lours:		200 10
Lab Hours:			Lab I	Hours:		****
Pre-requisites:	MKTG 3050		Pre-requisites: MKTG 4000 wi		00 with a grad	
CURRENT Course I	Description:		NEW Course	e Descr	iption: <u>(hov</u>	er over for inst
method. Topics in	ndamentals of the ethnographic nclude the use of ethnography in tising and understanding its imp alture.	n				e e
Program Level:	Course Classification:	Seme	ester to be tive:	Year Effec		Estimated F
□ Undergraduat     □ Un	te Core  Major Requirement		Fall Spring	1	2019	Once per

YZ v vo co com A	osta State University Curriculum Form quest for a REVISED COURSE			Date of ubmission:	04/1/2019		
*Course/curriculum revisions originate with a faculty member or curriculum committee in the Academic Program.							
College:	College of Business Administration	1	Dep	t. Initiating Request:	Dept. of Marketing & International Business		
Requestor's Name:	Dr. Aubrey R. Fowler III		R	Requestor's Role:	Faculty		
CURRENT: (list only	items to be changed)	REQUE	STED: (list o	only items to	be changed)		
Course Prefix and Number:	MKTG 4720	100 100 10	ırse Prefix I Number:	MKTG 403	30		
Course Title:	Advertising Culture and Ethnography	Co	urse Title:				
Credit Hours:	3	Cre	edit Hours:				
Lecture Hours:	3	Lect	ure Hours:				
Lab Hours:	E COMMENSATION OF THE COMM		Lab Hours:				
Pre-requisites:	MKTG 3050		Pre-requisites:		MKTG 4000 with a grade of "C" or better.		
CURRENT Course D	escription:	NEW Co	ourse Descr	iption: (hove	er over for instructions)		
method. Topics in	damentals of the ethnographic clude the use of ethnography in ising and understanding its importure.	<b>I</b>					
Program Level:	Course Classification:	Semester to l Effective:	e Year Effec	to be tive:	Estimated Frequency of Course Offering:		
☑ Undergraduat ☐ Graduate	© Core ☐ Major Requirement ☑ Elective	☐ Fall ☐ Spring ☐ Summer		2019	Once per Year		
Justification: (selec	t one or more of the following and	provide appropi	iate narrat	ive below:)			
_ · ·	dent learning outcomes			ate/Federal/	Accrediting Agency		
	ent best practice(s) in field  y reflects a renumbering of the o		ner – as a chang	e in the pre	requisite associated with		

Source of Data to Support	Source of Data to Support Change (select one or more of the following):						
	ls, student/employer/alumni surveys	, etc.					
☐ Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/assignmen	its, etc.)				
Plans for assessing course	effectiveness/meeting program lear	ning outcomes					
(select one or more of the f	following and provide appropriate nar	rative below):					
	ls, student/employer/alumni surveys	, etc.					
Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/assignmen	its, etc.)				
Other Data Source De	scriptions –						
	tate University - REVISED Cor a REVISED COURSE	OURSE Form					
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	Kulon P. Rogers	4/1/2019				
College/Division Executive Committee	Ellis Heath		4/1/2019				
Dean/Director	Dean Wayne Plumly	I Manhall	4/1/2019				

Committee (for graduate course) **Graduate Dean** (for graduate course)

Select One.

\*Will this change impact another college/department?

**Graduate Executive** 

Academic Committee

College:

No ☐ Yes [select college & indicate department(s)]

Department(s):

» <b>V</b>				8				
Valdosta State University Curriculum Form  VALDOSTA  VALDOSTA  • Request for a REVISED COURSE  Date of Submission:					04/1/2019			
*Course/o	curric	ulum revisions originate with a fac	ulty me	mber or curric	ulum co	mmittee in th	e Academic Program.	
College:	Col	lege of Business Administration	1		Dep	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name:	Dr.	Aubrey R. Fowler III			F	Requestor's Role:	Faculty	
CURRENT: (list only items to be changed)			REQUESTED	: (list c	only items to	be changed)		
Course Prefix and Number:	Mk	CTG 4730		Course and Nu		MKTG 404	10	
Course Title:	Ad	vertising and Society		Course	Title:			
Credit Hours:	3			Credit I	Hours:		2	
Lecture Hours:	3			Lecture I	Hours:			
Lab Hours:				Lab Hours:				
Pre-requisites:	MKTG 3050		Pre-requisite		MKTG 4000 with a grade of "C" or better.			
CURRENT Course [	Desci	ription:		NEW Course Description: (hover over for instructions)				
A study of the im	pact	of advertising on society and	d					
culture. The cour	se d	evelops an understanding of						
		ning advertisers and their						
		lores the unintended ertising on society at large as	الميد					
		ertising on society at large as policies in place that affect	weii					
advertising and a		•						
Program Level:	8	Course Classification:	Seme	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
52		☐ Core	$\boxtimes$	Fall				
□ Undergraduat     □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □	te	☐ Major Requirement		Spring		2019	Once per Year	
☐ Graduate			-	Summer				
Justification: (selec	ct on	e or more of the following and	provide	appropriate	narrati	ive below:)		
	dent	learning outcomes		☐ Mandat	te of St	ate/Federal/	Accrediting Agency	

☐ Other –

The change simply reflects a renumbering of the course as well as a change in the prerequisite associated with

Adopting current best practice(s) in field

the course.

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		· · · · · · · · · · · · · · · · · · ·				
Source of Data to Support	Change (select one or more of the fo	llowing):				
☑ Indirect Measures; SO	ls, student/employer/alumni surveys	s, etc.				
☐ Direct Measures; Mate	erials collected/evaluated for program	m assessment (tests/portfolios/assignmer	nts, etc.)			
Plans for assessing course	effectiveness/meeting program lear	ning outcomes				
(select one or more of the f	(select one or more of the following and provide appropriate narrative below):					
	ls, student/employer/alumni surveys	s, etc.				
Direct Measures; Mate	erials collected/evaluated for program	m assessment (tests/portfolios/assignmer	nts, etc.)			
Other Data Source De	scriptions –					
	tate University - REVISED (	COURSE Form				
STATE  STATE  STATE  SUBSTITUTE  SUBSTITUT	r a REVISED COURSE					
Approvals:	Print:	Signature:	Date:			
Department Head	Hudson P Rogers	Aulan Phogen	4/1/2019			
College/Division Executive Committee	Ellis Heath		4/1/2019			
Dean/Director	Dean Wayne Plumly	& Mary flow	4/1/2019			
Graduate Executive		0 1 0				
Committee						
(for graduate course)		*				

Graduate Dean (for graduate course)

Select One.

\*Will this change impact another college/department?

Academic Committee

College:

281

oxtimes No oxtimes Yes [select college & indicate department(s)]

Department(s):

. <u>.</u>						
VALDOSTA STATE Requirements	n Form	S	Date of ubmission:	04/1/2019		
*Course/c	curriculum revisions originate with a fac	culty me	mber or curric	ulum co	mmittee in the	e Academic Program.
College:	College of Business Administration	n	2	Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Dr. Aubrey R. Fowler III			R	Requestor's Role:	Faculty
CURRENT: (list only	items to be changed)		REQUESTED	): (list o	nly items to	be changed)
Course Prefix and Number:	MKTG 4300		Course and Nu		MKTG 405	50
Course Title:	Creative Advertising Strategy		Course	Title:		
Credit Hours:	3		Credit I	Hours:		
Lecture Hours:	3		Lecture I	Hours:		
Lab Hours:			Lab	Hours:		
Pre-requisites:	MKTG 3050	Pre-requisites		isites:	MKTG 4000 with a grade of "C" or better	
CURRENT Course I	Description:		NEW Cours	e Descr	iption: (hove	er over for instructions)
advertising strate students with bot various elements	An introduction to the fundamentals of creative advertising strategy and execution. The class provides students with both understanding and experience in various elements of copywriting, design, and layout of advertisements for a variety of media outlets.					
Program Level:	Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:
☑ Undergraduat	□ Core □ Major Requirement ☑ Elective		Fall Spring Summer		2019	Once per Year
Justification: (selec	ct one or more of the following and	provide	e appropriate	narrat	ive below:)	
	dent learning outcomes		☐ Manda	te of St	ate/Federal/	Accrediting Agency
1 = ' · ·	ent best practice(s) in field		☐ Other -	_1		*
	ly reflects a renumbering of the	course	as well as a	chang	e in the pre	requisite associated with

Source of Data to Support	Change (select one or more of the fol	lowing):	
	ls, student/employer/alumni surveys,	, etc.	
☐ Direct Measures; Mate	erials collected/evaluated for progran	n assessment (tests/portfolios/assignmen	ts, etc.)
Plans for assessing course	effectiveness/meeting program lear	ning outcomes	
(select one or more of the f	following and provide appropriate nar	rative below):	
_	Is, student/employer/alumni surveys		
		n assessment (tests/portfolios/assignmen	ts. etc.)
Other Data Source De		, , , , , , , , , , , , , , , , , , , ,	
			-
=			*
▲ Valdosta S	tate University - REVISED C	OURSE Form	
	or a REVISED COURSE		
Approvals:	Print:	Signature:	Date:
Department Head	Hudson P Rogers	Huden P. Kogery	4/1/2019
College/Division Executive Committee	Ellis Heath		4/1/2019
Dean/Director	Dean Wayne Plumly	A May and	4/1/2019

Departr	ment Head	Hudson P Rogers	Huran P.	Leger	4/1/2019
Colleg Executive (	ge/Division Committee	Ellis Heath			4/1/2019
Dea	n/Director	Dean Wayne Plumly	A May	and	4/1/2019
Graduate	Executive				
(	Committee				×
(for gra	aduate course)				
Grad	luate Dean				
(for gra	aduate course)				8
Academic (	Committee		2		
*Will this cha	ange impa	ct another college/department?	⊠ No □ Yes [	select college & indicate	department(s)]
College:	Select Or	ne.	Department(s):		

N. C.	16.40		55					
Valdosta State University Curriculum Form  VALDOSTA  • Request for a REVISED COURSE					s	Date of ubmission:	04/1/2019	
*Course/c	urriculum re	visions originate with a fac	culty me	mber or curric	ulum co	mmittee in th	e Academic Program.	
College:	College of	Business Administration	1		Dep	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name:	Hudson P	. Rogers			F	Requestor's Role:	Department Head	
CURRENT: (list onl)	items to be	changed)		REQUESTED	REQUESTED: (list only items to be changed)			
Course Prefix and Number:	MKTG 30	60		Course and Nu		MKTG 413	30	
Course Title:	Professio	nal Selling		Course	Title:			
Credit Hours:	3			Credit I	Hours:			
Lecture Hours:	3			Lecture I	Hours:			
Lab Hours:				Lab	Hours:			
Pre-requisites:	None listed equisites:		2			MKTG 305 better	50 with a grade of "C" or	
CURRENT Course I	Description:			<b>NEW Course Description:</b> (hover over for instructions)				
	rsuasion p	elling and the behavion rocess, including social lities.				***************************************		
Program Level:	Cours	se Classification:	Seme Effec	ester to be tive:		to be tive:	Estimated Frequency of Course Offering:	
☑ Undergradua ☐ Graduate	te 🗆	Core Major Requirement Elective		Fall Spring Summer		2019	Once per Year	
Justification: (sele	ct one or me	ore of the following and	provide	e appropriate	narrat	tive below:)		
☐ Improving stu	ıdent learni	ng outcomes		☐ Manda	te of S	tate/Federal	Accrediting Agency	
☐ Adopting curi	ent best pra	actice(s) in field		⊠ Other-				
The course numb	per has bee	en changed to MKTG 4	130 to	group it wit	th the	other cours	es in the Professional Sales	
Minor. Those co	urses now	carry a MKTG 41xx de	signati	on.				

The other change reflects requirement of MKTG 3050 with a grade of "C" or better as prerequisite for the Professional Selling course. Students taking MKTG 4130 (Professional Selling) are expected to have some knowledge of the principles of marketing that are covered in the introductory marketing class. This brings the course description in line with current practice of having students complete MKTG 3050 Introduction to Marketing prior to taking MKTG 4130 Professional Selling.

Source of Data to Support	Change (select one or more of the fo	llowing):					
	ls, student/employer/alumni surveys	s, etc.	-				
☐ Direct Measures; Mate	erials collected/evaluated for progra	m assessment (tests/portfolios/assignme	ents, etc.)				
Plans for assessing course	effectiveness/meeting program lea	rning outcomes					
(select one or more of the f	following and provide appropriate na	rrative below):					
<ul> <li>☑ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)</li> </ul>							
Other Data Source De	scriptions –						
	,						
Valdosta S	tate University - REVISED (	COURSE Form					
VALDOSTA STATE  STATE  Medicing to the National Contents  Building to the National Contents  Contents  State 2 Area  Request for	or a REVISED COURSE						
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	Kulon P. Kogers	4/1/2019				
College/Division Executive Committee	Ellis Heath		4/1/2019				
Dean/Director	Dean Wayne Plumly	May Comply	4/1/2019				
Graduate Executive							
Committee (for graduate course)							
Graduate Dean (for graduate course)			-				
Academic Committee							
*Will this change impa	ct another college/department?	No ☐ Yes [select college & indice	ate department(s)]				

Department(s):

College:

Select One.

•							
Valdosta State University Curriculum Form  VALDOSTA  • Request for a REVISED COURSE				S	Date of ubmission:	04/1/2019	
*Course/d	curriculum revisions originate with a	faculty me	ember or curric	ulum co	mmittee in th	e Academic Program.	
College:	College of Business Administrat	ion	E.	Dep	t. Initiating Request:	Dept. of Marketing & International Business	
Requestor's Name:	Gary Futrell			°R	lequestor's Role:	Faculty	
CURRENT: (list only	y items to be changed)	* **	REQUESTED	: (list c	only items to	be changed)	
Course Prefix and Number:	MKTG 4060		Course and Nu		MKTG 417	MKTG 4170	
Course Title:	Sales Management		Course	Title:			
Credit Hours:	3	88 8	Credit I	Hours:		×	
Lecture Hours:	3	e	Lecture I	Hours:			
Lab Hours:		***	Lab I	Hours:			
Pre-requisites:	MKTG 3050 and MKTG 3060		Pre-requ	MKTG 4130 with a grade of better.		30 with a grade of "C" or	
CURRENT Course [	Description:		NEW Course Description: (hover over for instructions)				
	n recruiting, supervising, training ating, evaluating and compens sales forces.	ating	A study of planning, organizing, staffing, training, leading, and controlling of the sales force in developing an effective marketing organization.				
Program Level:	Course Classification:	Seme Effec	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:	
☑ Undergraduat	□ Core □ Major Requirement ☑ Elective		Fall Spring Summer		2019	Once per Year	
Justification: (selec	ct one or more of the following a	nd provide	e appropriate	narrat	ive below:)		
	dent learning outcomes ent best practice(s) in field		☐ Manda		ate/Federal,	Accrediting Agency	
		*					

The change reflects (1) a renumbering of the course as well as a change in the prerequisite associated with the course. (2) MKTG 3050 Introduction to Marketing is a prerequisite for MKTG 4130 Professional Selling so there is no need to include it as a prerequisite for this course - MKTG 4170 (Sales Management). (3) Change in the course description to reflect the key elements of the management function.

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Source of Data to Support	Source of Data to Support Change (select one or more of the following):						
	☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
☐ Direct Measures; Mat	erials collected/evaluated for progr	ram assessment (tests/portfolios/assignmer	its, etc.)				
Plans for assessing course	effectiveness/meeting program le	arning outcomes					
(select one or more of the j	(select one or more of the following and provide appropriate narrative below):						
☑ Indirect Measures; SOIs, student/employer/alumni surveys, etc.							
□ Direct Measures; Material							
☐ Other Data Source De	scriptions –		-				
			α.				
			-				
Viv p comA	tate University - REVISED or a REVISED COURSE	COURSE Form					
Approvals:	Print:	Signature:	Date:				
Department Head	Hudson P Rogers	Kulsu P. Lagery	4/1/2019				
College/Division Executive Committee	Ellis Heath	22	4/1/2019				
Dean/Director	Dean Wayne Plumly	I hay fling	4/1/2019				
Graduate Executive Committee (for graduate course)							
Graduate Dean (for graduate course)							
Academic Committee							

\*Will this change impact another college/department?

Select One.

College:

oxtimes No oxtimes Yes [select college & indicate department(s)]

Department(s):

<i>i</i> )							
Valdosta State University Curriculum Form  Valdosta State University Curriculum Form  Pate of Submission:					04/1/2019		
*Course/d	urric	ulum revisions originate with a fac	ulty me	mber or curricu	ulum co	mmittee in the	e Academic Program.
College:	Col	lege of Business Administration			Dep	t. Initiating Request:	Dept. of Marketing & International Business
Requestor's Name:	Cha	ao Meng			R	lequestor's Role:	Faculty
CURRENT: (list only	y iter	ns to be changed)		REQUESTED	: (list o	nly items to	be changed)
Course Prefix and Number:	Mk	CTG 4740		Course and Nu		MKTG 473	30
Course Title:	Bu	siness-to-Business Marketing	5	Course	Title:		
Credit Hours:	3			Credit I	Hours:		
Lecture Hours:	3		E.	Lecture I	Hours:		
Lab Hours:				Lab Hours:			
Pre-requisites:				Pre-requisites: MKTG : better.		191	50 with a grade of "C" or
CURRENT Course I	Desci	ription:	1.0	NEW Course	e Desci	ription: (hove	er over for instructions)
other businesses planning, pricing	. Top , fina	of buying from and selling to pics include market and prode ancing, sales force manageme pusiness marketing.	uct				,
Program Level:		Course Classification:	Seme	ester to be tive:	Year Effec	to be tive:	Estimated Frequency of Course Offering:
☑ Undergradua ☐ Graduate	te	☐ Core ☐ Major Requirement ☑ Elective	$\boxtimes$	Fall Spring Summer		2019	Once per Year
Justification: (sele	ct or	ne or more of the following and	provide	e appropriate	narrat	ive below:)	
	uden	t learning outcomes		☐ Manda	te of St	ate/Federal,	Accrediting Agency

Adopting current best practice(s) in field

the course.

☐ Other –

The change simply reflects a renumbering of the course as well as a change in the prerequisite associated with

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Va LDOSTA TATE		tate University - REVISED C	OURSE Form	
Approvals:		Print:	Signature:	Date:
Department Head		Hudson P Rogers	Sulya P. Rogers	4/1/2019
College/Division Executive Committee		Ellis Heath	2	4/1/2019
Dean/Director		Dean Wayne Plumly	I Monday	4/1/2019
Graduate Executive Committee (for graduate course)				
Graduate Dean (for graduate course)				
Academic Committee				
Will this ch	ange impa	ct another college/department?	⊠ No ☐ Yes [select college &	indicate department(s)]
College:	Select Oi	ne	Department(s):	

	sta State University Curriculars for a REVISED COURSE	culum	n Form	S	Date of ubmission:	04/1/2019	
*Course/c	urriculum revisions originate with a fac	culty me	mber or curricu	ılum coı	mmittee in the	e Academic Program.	
College:	College of Business Administration	Dept. Initiating Request:		3 SE	Dept. of Marketing & International Business		
Requestor's Name:	Chao Meng			Requestor's Role:		Faculty	
CURRENT: (list only	items to be changed)	9	REQUESTED	: (list o	nly items to	be changed)	
Course Prefix and Number:		5	Course Prefix and Number:		MKTG 474	TG 4740	
Course Title:	Cases in Logistics Decision Mak	ing	Course Title:				
Credit Hours:	3		Credit Hours:				
Lecture Hours:	3		Lecture Hours:		2		
Lab Hours:	2		Lab Hours:		1000		
Pre-requisites:	MKTG 4200		Pre-requisites:		MKTG 3050 with a grade of "C" or better.		
CURRENT Course D	escription:		NEW Course	e Desci	ription: (hov	er over for instructions)	
implement logisti strategies compa chain decisions. T	on making process used to cs in a corporate setting and the nies use to make "real world" su hey will also develop an the impact such decisions have pal level.	apply	,				
Program Level:	Course Classification:	Semester to be Effective:		Year to be Effective:		Estimated Frequency of Course Offering:	
☑ Undergraduat	Core ☐ Major Requirement ☑ Elective	☐ Fall ☑ Spring ☐ Summer		2019		Once per Year	
	ct one or more of the following and	l provide	e appropriate	narrat	ive below:)		
Justification: (sele							
	dent learning outcomes		☐ Manda	te of St	tate/Federal	/Accrediting Agency	

prerequisite. However, MKTG 4200 is not a course in the catalog.

Source of Data to Support Change (select one or more of the following):						
Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
Plans for assessing course effectiveness/meeting program learning outcomes						
(select one or more of the following and provide appropriate narrative below):						
☐ Indirect Measures; SOIs, student/employer/alumni surveys, etc.						
☑ Direct Measures; Materials collected/evaluated for program assessment (tests/portfolios/assignments, etc.)						
Other Data Source Descriptions –						

Valdosta State University - REVISED COURSE Form  • Request for a REVISED COURSE							
Approvals:		Print:	Signature:	Date:			
Department Head		Hudson P Rogers	Kuban P. Loger	4/1/2019			
College/Division Executive Committee		Ellis Heath	24	4/1/2019			
Dean/Director		Dean Wayne Plumly	Illan July	4/1/2019			
Graduate Executive Committee (for graduate course)							
Graduate Dean (for graduate course)			s .	1			
Academic Committee							
*Will this change impact another college/department?			No □ Yes [select college & indicate department(s)]				
College: Se	College: Select One.		Department(s):				