COLLIN COUNTY COMMUNITY COLLEGE

Program: Marketing

Program CIP: 52.0212

Discipline Making Request: Business / Marketing

Effective Term: Fall 2014 (201510)

Administratve Approval	Administrative Denial	CAB Recommended	CAB Not Recommended	CAB Tabled	Rationale: After discussions with the Marketing Advisory Board, it has been determined MRKG 2312 will provide skills and knowledge required for this award better than the accounting course; therefore the accounting course is being removed and MRKG 2312 will be added.	Comments
					AAS - Marketing (Delete ACNT 1301 and options; add MRKG 2312) - Revision	
					MRKG 2312, e-Commerce Marketing (Taught:3/0/0/48) New Will this course be taught online? No	

William J. Blitt

Digitally signed by William J. Blitt
DN: cn=William J. Blitt, o=Collin College, ou=Business and Computer Systems, email=bblitt@collin.edu, c=US
Date: 2013.09.04 14:49:11 -05'00'

Authorized Signature (Proposer) **2nd Signature (if applicable)** **3rd Signature (if applicable)**

Comments:

CAB Chair

Comments:

Designated Academic Officer Signature

COLLIN COLLEGE
Curriculum Outline

MARKETING FICE 23614 CIP 52.0212
AAS - Marketing

FIRST YEAR

First Semester			Lec	Lab	Ext	Cont	Credit
BMGT	1307	Team Building	3	0	0	48	3
BMGT	2347	Critical Thinking and Problem Solving	3	0	0	48	3
IBUS	1354	International Marketing Management [7]	3	0	0	48	3
MATH	1332	Math for Liberal Arts I [1]	3	0-1	0	48-64	3
MRKG	1311	Principles of Marketing	3	0	0	48	3
		Total Hours	15	0 - 1	0	240 - 256	15

Second Semester			Lec	Lab	Ext	Cont	Credit
BMGT	1305	Communications in Management	3	0	0	48	3
BMGT	1341	Business Ethics	3	0	0	48	3
BUSG	2309	Small Business Management / Entrepreneurship	3	0	0	48	3
ENGL	1301	Composition I	3	1	0	64	3
MRKG	1301	Customer Relationship Management [8]	3	0	0	48	3
MRKG	2349	Advertising and Sales Promotion [7]	3	0	0	48	3
		Total Hours	18	1	0	304	18

SECOND YEAR

First Semester			Lec	Lab	Ext	Cont	Credit
~~ACNT~~	~~1303~~	~~Introduction to Accounting I~~ [2]	~~2-3~~	~~1-2~~	~~0~~	~~64~~	~~3~~
MRKG	2312	e-Commerce Marketing	3	0	0	48	3
BMGT	1327	Principles of Management	3	0	0	48	3
HUMA	1301	Introduction to the Humanities [3]	3	0	0	48	3
IBUS	2341	Intercultural Management	3	0	0	48	3
MRKG	2333	Principles of Selling [8]	3	0	0	48	3
		Total Hours	15	0	0	240	15

Second Semester			Lec	Lab	Ext	Cont	Credit
ECON	1301	Introduction to Economics [4]	3	0	0	48	3
MRKG	2348	Marketing Research and Strategies [7]	3	0	0	48	3
MRKG	2381	Cooperative Education - Marketing / Marketing Management, General (Capstone)	1	0	20	336	3
PHED / DANC		Any activity course [5]	0-2	2-3	0	48-64	1-3
SPCH	1321	Business and Professional Communication [6]	3	0	0	48	3
		Total Hours	10 - 12	2 - 3	20	528 - 544	13 - 15

GRAND TOTAL HOURS **1312 - 1344** **61 - 63**

CONTINUED

1 May substitute MATH-1314 (recommended for transfer students), MATH 1316, MATH 1324, MATH 1325, MATH 1342, MATH 1350, MATH 1351, MATH 2305, MATH 2312, MATH 2318 or MATH 2320

~~2 May substitute ACCT 2301~~

3 May substitute ARTS 1301, ARTS 1303, ARTS 1304, ARTS 1313, DANC 2303, DRAM 1310, DRAM 2361, DRAM 2362, ENGL 2322, ENGL 2323, ENGL 2327, ENGL 2328, ENGL 2332, ENGL 2333, ENGL 2342, ENGL 2343, ENGL 2351, FREN 2303, FREN 2304, HIST 2311, HIST 2312, HIST 2321, HIST 2322, HUMA 1305, MUSI 1306, MUSI 1307, PHIL 1301, PHIL 1304, PHIL 2303, PHIL 2306, PHIL 2307 or PHIL 2321

4 May substitute ECON 2301, ECON 2302 or PSYC 2301

5 May take DANC 1101, DANC 1110, DANC 1111, DANC 1141, DANC 1142, DANC 1145, DANC 1146, DANC 1147, DANC 1148, DANC 1151, DANC 1222, DANC 1223, DANC 2141, DANC 2142, DANC 2145, DANC 2146, DANC 2147, DANC 2148, DANC 2151, DANC 2152, DANC 2301, DANC 2325, PHED 1100, PHED 1102, PHED 1104, PHED 1106, PHED 1111, PHED 1112, PHED 1114, PHED 1115, PHED 1116, PHED 1117, PHED 1118, PHED 1120, PHED 1121, PHED 1123, PHED 1125, PHED 1126, PHED 1127, PHED 1129, PHED 1130, PHED 1131, PHED 1136, PHED 1137, PHED 1140, PHED 1147, PHED 1148 or PHED 1338

6 May substitute SPCH-1311 or SPCH-1315

7 Offered Spring semester only

8 Offered Fall semester only

COLLIN COLLEGE

BUSINESS AND COMPUTER SYSTEMS

COURSE SYLLABUS

Course Number: MRKG 2312

Course Title: e-Commerce Marketing

Course Description: Explore electronic tools utilized in marketing; focus on marketing communications in developing customer relationships.

Course Credit Hours: 3
Lecture Hours: 3

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

- Perform market analysis (F8, C3, C11, C12, C13, C14, C15, C19)
- Develop e-Marketing goals (F6, F9, C10, C11, C12, C13, C14, C15, C16, C17, C19)
- Evaluate electronic communications (C15, C16, C18, C19)
- Identify target audiences (F9, C10, C11, C12, C13)
- Design customer feedback techniques (C3, C10, C12, C13, C14, C15, C16, C17, C18, C19)
- Evaluate customer feedback techniques (C11, C18, C19)

Secretary's Commission on the Acquisition of Necessary Skills (SCANS)- SCANS skills are a group of foundational skills and workplace competencies that the Secretary's Commission on the Acquisition of Necessary Skills established as vitally important for workplace success in the 21st century. In Collin's workforce programs, the SCANS skills are developed and reinforced throughout the curriculum to provide students with an opportunity to hone these skills/competencies in the context of their education. Over the course of an entire degree program, the successful student is expected to demonstrate all of the SCANS skills and competencies as part of their education. The SCANS Foundation Skills and Workplace Competencies are described at:
http://www.collin.edu/academics/programs/Workforce_SCANS_Skills_Syllabi_Code_Key.pdf

Withdrawal Policy: See the current *Collin Registration Guide* for last day to withdraw.

Collin College Academic Policies: See the current *Collin Student Handbook*

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Program Outcomes
and
Course Alignment

Program Name ___Marketing_____

Program Outcomes ▼

Program Learning Outcomes	Measure	Standard	Course(s) where it will be assessed
1 Given a particular business setting, the student will act and react appropriately, reflecting understanding of mixes in the market place	In the capstone course, the student's manager will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace. In addition, the faculty coordinator of the capstone course will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace	The student's manager and faculty coordinator will evaluate the student's demonstration of the SLOs against a minimum rating standard of 70 points.	MRKG 2381
2 Given a particular business setting, the student will act and react appropriately, reflecting understanding of environments in the market place	In the capstone course, the student's manager will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace. In addition, the faculty coordinator of the capstone course will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace	The student's manager and faculty coordinator will evaluate the student's demonstration of the SLOs against a minimum rating standard of 70 points.	MRKG 2381

Program Outcomes
and
Course Alignment

3 Given a particular business setting, the student will act and react appropriately, reflecting an understanding of determining strategy for marketing concerns.	In the capstone course, the student's manager will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace. In addition, the faculty coordinator of the capstone course will use an evaluation instrument to rate the student's ability to apply marketing concepts in the workplace	The student's manager and faculty coordinator will evaluate the student's demonstration of the SLOs against a minimum rating standard of 70 points.	MRKG 2381

Program Outcomes
and
Course Alignment

Program Map ▼

Program Courses	Program Outcome 1	Program Outcome 2	Program Outcome 3
BMGT 1307		I, P	
BMGT 2347	I	P	I, P
IBUS 1354		P, E	I
MRKG 1311	I, P, E	I, P, E	I
BMGT 1305		I, P, A	
BMGT 1341		P, E, A	
BUSG 2309	I, P, A	I, P, A	I
MRKG 1301	P, E		
MRKG 2349	P	P	P
~~ACNT 1303 – or – ACCT 2301~~	~~P~~		
MRKG 2312	I, P	I, P	I, P, A
BMGT 1327	P	P	
IBUS 2341		P, E	
MRKG 2333	P, E	P	I
MRKG 2348	P, E	P, E	
MRKG 2381	P, A	P, A	P, E, A

I=Introduced P=Practiced E=Emphasized A=Assessed