

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Tigi Mersha	Phone: x4965
DEPARTMENT / DIVISION: <i>Management and Marketing</i>		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
8. New Course: MKTG 775 Customer Analysis and Relationship Management UB/Towson MBA		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

Box 1: TYPE OF ACTION	ADD(NEW) <input checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION	Non-Credit <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	Graduate <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCDEF
X	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)						
X	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal	<input type="checkbox"/>	T. Other	<input type="checkbox"/>
X	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)	<input type="checkbox"/>		
X	P. Course Definition Document	<input type="checkbox"/>	S. Contract	<input type="checkbox"/>		

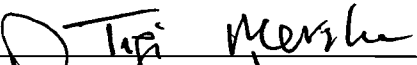

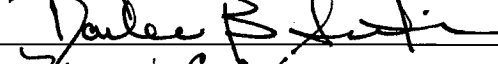

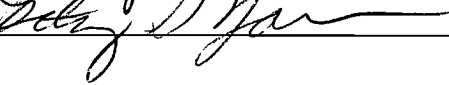
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
8. New Course: MKTG 775 Customer Analysis and Relationship Management UB/Towson MBA

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - b. proposed date after which no new students will be admitted into the program;
 - c. accommodation of currently enrolled students in the realization of their degree objectives;
 - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - e. reallocation of funds from the budget of the affected program; and
 - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/12/09
B. Final faculty review body within each School	Chair: 	2/12/09
C. College Dean	Dean: 	2/12/09
D. Provost and Senior Vice President for Academic Affairs	Provost: 	2/26/09
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	3-11-09
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Tigi Mersha	Phone: x4965
DEPARTMENT / DIVISION: <i>Merrick School of Business (MBA Specialization)</i>		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
8. New Course: MKTG 775 Customer Analysis and Relationship Management UB/Towson MBA		
PROPOSED SEMESTER OF IMPLEMENTATION:	Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/>	Year: 2009

O-1: Briefly describe what is being requested:

Addition of a new course to the MBA curriculum:

MKTG 775 Customer Analysis and Relationship Management (3)

This course will serve as an elective in the existing MBA specialization in Marketing.

For new courses or changes in existing courses (needed by Registrar)		
OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Customer Analysis and Relationship Management	Course # / HEGIS Code: MKTG 775	Credits: 3

O-2: Set forth the rationale for the proposal:

This course will serve as one of the electives that students may choose to take as part of the MBA specialization in Marketing.

Working together, the UB and Towson Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore this course, along with others, was developed to meet these needs. The Faculty believe that these courses will be better suited to providing students with the opportunity to develop necessary knowledge and skills.

Knowledge of customers, analysis of the value of customers, and the ability to develop strong relationships with profitable customers are critical to modern conceptualizations of successful marketing. The proposed course in Customer Analysis and Relationship Management will address these areas and fill a vital need in the Marketing curriculum.

Master Course Document (Document P) MKTG 775 Customer Analysis and Relationship Management

1. Date Prepared: February 12, 2009
2. Prepared by: UB/Towson Marketing faculty
3. Department: Management and Marketing
4. Course Numbers: **MKTG 775**
5. Course Title: **Customer Analysis and Relationship Management**
6. Credit Hours: 3
7. Prerequisites: MKTG 640
8. Course Purpose: Elective as part of the Marketing specialization in the MBA program
9. Rationale:

Working together, the Towson and UB Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore, several new courses were developed to meet these needs.

Knowledge of customers, analysis of the value of customers, and the ability to develop strong relationships with profitable customers are critical to modern conceptualizations of successful marketing. The proposed course in Customer Analysis and Relationship Management will address these areas and fill a vital need in the Marketing curriculum.

10. Catalog Description:

This course will focus on the identification, acquisition, growth, and retention of desired customers to maximize profit. Topics include segmentation, targeting and positioning, buyer behavior, customer relationship management and lifetime value in business-to-business and business-to-consumer markets. Prerequisite: MARKETING 640.

11. Suggested approximate class size: 30

12. Content Outline:

Please see attached syllabus

13. Learning Goals:

- Utilize primary and secondary information to develop appropriate target marketing approaches
- Design appropriate positioning plans
- Analyze consumer and industrial buyer behavior and develop appropriate selling strategies
- Measure customer satisfaction and hierarchical customer value and design appropriate marketing strategies based on results
- Conduct a customer audit to discover potential areas of improvement and recommend appropriate changes

14. Assessment Strategies:

Please see attached syllabus

15. Text(s) and Materials (example: textbooks, calculator):

Please see attached syllabus

16. Lab Fees: None

MKTG 775: Customer Analysis and Relationship Management

COURSE DESCRIPTION:

This course will focus on the identification, acquisition, growth, and retention of desired customers to maximize profit. Topics include segmentation, targeting and positioning, buyer behavior, customer relationship management and lifetime value in business-to-business and business-to-consumer markets.

Prerequisite(s):	MKTG 640
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LEARNING OBJECTIVES:

Upon completing this course a student will be able to:

1. Utilize primary and secondary information to develop appropriate target marketing approaches
2. Design appropriate positioning plans
3. Analyze consumer and industrial buyer behavior and develop appropriate selling strategies
4. Measure customer satisfaction and hierarchical customer value and design appropriate marketing strategies based on results
5. Conduct a customer audit to discover potential areas of improvement and recommend appropriate changes

COURSE METHODOLOGY AND MATERIALS:

The course will follow a seminar format. We will attempt to gain an understanding of the material by using the following: (a) cases available for download (for a fee) from the Harvard Business School website, (b) practitioner-oriented readings available from the library, (c) practical assignments and in-class exercises, and (d) in-class discussion.

There is no required text for the course. There will be times when you may want to refer back to the text you used in MKTG 504 (or any other Marketing Management text), but you don't need to buy a new one.

ASSIGNMENTS:

CUSTOMER AUDIT (25%)

Student will assemble in groups to work on a semester-long customer audit project. You will develop an in-depth critical evaluation of the marketing efforts of an organization as they relate to customer interaction. Based on the results of your audit, your group will make recommendations about targeting, positioning and customer service. Each group will be required to present a 15-20-minute summary of that plan in a Power Point presentation of no more than 20 slides.

CLASS PARTICIPATION (25%)

Students will be required to contribute to class discussion in a mature and scholarly fashion. This is a graduate level class in which independent thinking is emphasized and encouraged as long as it is effectively substantiated. Students are expected to have open minds and respect the opinions of others. Students will be required to come to class prepared for discussion and to contribute to the development of an effective classroom-learning environment.

Active involvement in class discussions is **absolutely, positively essential to your successful completion of this course**. Your participation grade is partially a function of the **frequency of contribution**, but it is primarily dependent on the **quality** (clarity, relevance, and importance) of your contribution to the discussion. Simply asking a lot of simplistic questions will not be enough. Absence will be marked with a score of "0" for the week. *Leaving early or during the breaks will be treated as an absence.*

Your grade for each week will be determined by answering the following questions.

1. Is the participant **prepared**? Do comments show evidence of analysis of the case? Do comments add to our understanding of the situation? Does the participant go beyond simple repetition of facts without analysis and conclusions? Do comments show an understanding of application?
2. Is the participant a **good receiver**? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
3. Is the participant an **effective communicator**? Are concepts presented in a concise and convincing fashion?

Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. In general, you will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

The following scale will be used to evaluate your contribution to in-class discussion.

- A **Outstanding Contributor**: Consistent, high-level involvement in class discussions demonstrated through asking questions (of me, of teams, and of other class members), answering questions, offering creative comments, adding new dimensions to the class discussions, and providing evidence of analytical depth, original thinking, and insight.
- B **Good Contributor**: Consistent contributions to class discussions primarily through asking questions or answering questions. Some questions or comments consolidate the general theme under discussion.
- C **Satisfactory Contributor**: Periodic contributions to class discussion. Answers questions or offers commentary only occasionally. Needs to be called upon to participate. Limited questioning.
- D **Below Average Contributor**: Sporadic contributions to class discussion. Passive member of the audience. Asks trivial questions. When called on, fails to demonstrate adequate degree of familiarity with the assigned material.

Each absence during a class session will result in zero points for that session. Therefore, any absence will hurt your participation grade.

CASE REACTION PAPERS (25%)

For each case, you will be required to submit a concise “reaction paper” summarizing the main problem to be solved and outlining your recommendations for future action. Papers will be graded based on the overall quality of the recommendations, insight into the problem, and the quality and professionalism of writing. Reaction papers are to be written individually.

Reaction papers are limited to **2 PAGES OF TEXT, PLUS ONE PAGE OF NECESSARY TABLES/CHARTS/MATHEMATICAL ANALYSIS**. There will be five reaction papers due. You will be able to earn up to 50 points on each.

SEGMENTATION ASSIGNMENT (10%)

CRM ASSIGNMENT (15%)

GRADING:

Customer Audit (TEAM) papers 4@ 50 points each	250 points	Case reaction
Contribution to In-class Discussions	250 points	
Segmentation Assignment	100 points	
CRM Assignment	150 points	
<hr/>		
Total	1000 points	

The overall course grade will be assigned based on the following.

- 1000 – 940 = **A**
- 939 – 900 = **A-**
- 899 – 870 = **B+**
- 869 – 840 = **B**
- 839 – 800 = **B-**
- 799 – 770 = **C+**
- 769 – 700 = **C**
- 699 – 670 = **D+**
- 669 – 600 = **D**
- Below 600 = **F**