

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 5418S
Date of Senate Approval 04/05/18

Statement of Faculty Senate Action:

APC Document 47 (MGMT): **Increase credit hours for MGMT 352, 357 and 453**

Effective Date: Fall 2018

1. Delete: On page 220, the entry for **MGMT 352:**

352 Applied Research (2)

Emphasizes the importance of research design and methodology in management decision-making. Provides a foundation for gathering information and making decisions by providing an overview of various research designs and methods. Design of a practical management research project required. Prerequisite: STAT 185 or STAT 225. Pre- or corequisite: MGMT 230. See department chair.

Add: On page 220, in place of deleted entry:

352 Applied Research (4)

Emphasizes the importance of research design and methodology in management decision-making. Provides a foundation for gathering information and making decisions by providing an overview of various research designs and methods. Design of a practical management research project required. Prerequisite: STAT 185 or STAT 225. Pre- or corequisite: MGMT 230. Typically odd years Fall.

2. Delete: On page 220, the entry for **MGMT 357:**

357 Promotion Management (2)

Examines the promotional process, focusing on how the five aspects of the promotional mix (advertising, publicity/public relations, personal selling, sales promotions, and social media) are interrelated. Students also examine the promotional effects on both consumers and businesses. Prerequisite: MGMT 250. Spring.

Add: On page 220, in place of deleted entry:

357 Promotion Management (4)

Examines the promotional process, focusing on how the five aspects of the promotional mix (advertising, publicity/public relations, personal selling, sales promotions, and social media) are interrelated. Students also examine the promotional effects on both consumers and businesses. Prerequisite: MGMT 250. Typically Spring.

3. Delete: On page 222, the entry for **MGMT 453:**

453 Marketing and the Consumer (2)

The study of the process whereby producers understand the needs and desires of the consumer, combined with a careful analysis of the marketing techniques required to reach the consumer. Prerequisite: MGMT 250. Fall.

Add: On page 222, in place of deleted entry:

453 Marketing and the Consumer (4)

The study of the process whereby producers understand the needs and desires of the consumer, combined with a careful analysis of the marketing techniques required to reach the consumer. Prerequisite: MGMT 250. Typically Fall.

Impact Statement: Given our structural change in the curriculum whereby we are eliminating the Emphasis Areas and reducing the number of elective hour requirements, we believe both students and faculty will benefit by changing these three two-hour courses into three four-credit hour courses. This will positively impact the use of faculty time given the reduction of additional preparations as typical with teaching a two-hour course in term one and a different two-hour course in term two. These redesigned elective courses will include additional content previously removed or placed into the core and provide additional time for skill development. This change should not create any undue burdens on the students interested in these particular courses. The course offering frequency, per the attached Course Offerings model, will be subject to enrollment demand and faculty availability.

Additional factors related to resources and impact are discussed below.

1. Does the course fulfill a major requirement, LAC requirement, or requirement for another department? If the course fulfills a major requirement, will it be a required course, an additional choice for a course group, or an option for unspecified required hours in the major?

These courses are electives in the Management major.

2. Information about the course:

- Student Learning Objectives for MGMT 352, Applied Research:
 1. Understand the process of social science research, and its role in business decision making
 2. State research questions and develop specific hypotheses
 3. Identify and apply appropriate research method to fit the selected research question or problem
 4. Develop proficiency in constructing research questionnaires and developing scales
 5. Acquire skills necessary to analyze data and report obtained results

- Student Learning Objectives for MGMT 357, Promotion Management:
 1. To engage students in the concepts and techniques currently being used in the field of Promotions
 2. To develop students' abilities to critically think about and apply marketing methods to real world applications
 3. To enhance students' analytical, reasoning, and communication abilities

- Student Learning Objectives for MGMT 453, Marketing and the Consumer:
 1. To engage students in the concepts and techniques currently being used in the field of Consumer Behavior
 2. To develop students' abilities to critically think about and apply consumer behavioral concepts to the real world.
 3. To enhance students' analytical, reasoning and communication abilities
- Anticipated class size for each course:
18-25
- The amount of scheduled class time, e.g. 2.5 hrs/wk for each:
3.3 hours per week (200 minutes)
- Instructional format (lecture, lab, seminar, independent, research, internship, studio, etc.) for each:
lecture/seminar
- Any specialized space or material needs for each:
none

3. Information about the number of faculty in the department who will/can teach the proposed course.

All departmental FTE faculty with terminal degrees are qualified to teach MGMT 352. Dr. Davit Davtyan and Dr. Dennis Cole are our primary FTE faculty with expertise in marketing to cover MGMT 357 and MGMT 453. Refer to the Course Coverage Matrix in Appendix G.

4. Information about when and how often the course will be offered (This is of particular concern for new courses and those that are required for the major).

We anticipate offering these courses on a fairly regular rotation per the attached Course Offerings model. Given historic enrollment patterns for MGMT 357 (spring) and MGMT 453 (fall), along with the fact that MGMT 352 (fall odd years) is a prerequisite for MGMT 499, we anticipate sufficient demand. However, if enrollment demand fluctuates, then we may offer these less frequently.

5. For new courses or changes to offering patterns, information about how the addition or change affects the ability of the department to deliver its existing curriculum and meet its commitments to the LAC.

We have typically offered MGMT 453 in the fall semester and MGMT 357 in the spring semester (MGMT 352 has been offered either spring or fall or both). If offered once per year, or fall odd years for MGMT 352, we could still easily contribute to the LAC per the attached Course Offerings model.

Rationale: The reduction from three- to two-credits for MGMT 352, 357, and 453 during the 2014-2015 curriculum revision meant that some content needed to be placed elsewhere or eliminated. Faculty and students have offered feedback (anecdotal, in SRIs, and in faculty records) suggesting that converting these to four-hour courses will ensure additional time for learning (projects, discussions, additional content exposure). These changes will enhance their understanding of theory and best practices as applied in the field. In particular:

MGMT 352 – given that this is now a prerequisite for MGMT 499, the increase in credit hours will enable students to become more proficient in data collection, analysis, and reporting – skills that are highly valued by their future employers and in preparation for graduate school. This course is their first exposure to scientific research for most enrolled students. As such, faculty have to allocate significant class time to accustom students with the foundations of the research process and help them to develop basic methodological skills. This change will support the inclusion of additional material on methods and research design, along with the opportunity to use semester-long single or multi-method projects.

MGMT 357 – It has become apparent that 357 needs the full 14 weeks of a semester, largely because this is the class where we ask that students produce a 30 second Public Service Announcement as the end result of their work during the semester. Even with the move from the more traditional 7-week term to 14 weeks (which we have tried recently, whilst keeping total hours the same) there is much material that cannot be covered. While the focus has been on advertising, other forms of promotion, including personal selling, publicity and public relations, and sales promotions, have not been given sufficient coverage. Moving to the four-credit model allows all topics to be covered fully as well as a more complete and critical study of ad development, strategy, and implementation.

MGMT 453 – We experimented with offering a four-credit hour version of MGMT 453 in Fall 2017 and received positive feedback from students and faculty. Consumer Behavior is a field of study that applies theory and research from many areas (psychology, sociology, semiotics, anthropology, statistics, and religion for example). The additional class time will allow for a much fuller discussion of the topics involved.