MEMORANDUM

TO: Undergraduate Curriculum Committee
FROM: Alexander R. Vamosi, Associate Dean COB
Through Robert Niebuhr, Dean COB
DATE: Thursday, April 16, 2009
SUBJECT: Adding a New Major---B.S. in Marketing and New Marketing Courses

The College of Business is requesting approval to add a new degree program, B.S. in Marketing (120 credit hours), to its undergraduate programs. The program plan is summarized in the following two exhibits.

Exhibit 1 presents an overview of the marketing major. Currently, all students at the College of Business are required to take a core marketing course (BUS 3601). Students who major in marketing will take an additional six courses (18 credit hours) beyond the core, including four required courses (consumer behavior, marketing research, international marketing, and marketing analysis & strategy) and two electives.

Exhibit 2 presents the complete program plan for junior and senior years. The plan incorporates the recently approved 3-course QEP research sequence, as well the major field practicum in the final semester of the program. The first two years are not shown as these are identical to the program plan for students taking Business Administration.

The major in marketing requires the addition of several new courses. We request approval for the following courses, effective Fall 2009.

- BUS 3602 Consumer Behavior (to replace BUS 4687 Consumer Behavior)
- BUS 3604 Marketing Research (required courses)
- BUS 3606 Entertainment and Sports Marketing (elective)
- BUS 3607 Hospitality and Tourism Marketing (elective)
- BUS 4603 Brand Management (elective).
Exhibit 1. Overview of Marketing Major

<table>
<thead>
<tr>
<th>Junior Term 1</th>
<th>Junior Term 2</th>
<th>Senior Term 1</th>
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Marketing Electives

- BUS 3603 Advertising and Promotions Management (existing course)
- BUS 3606 Entertainment and Sports Marketing (new course, see syllabus)
- BUS 3607 Hospitality and Tourism Marketing (new course, see syllabus)
- BUS 4603 Brand Management (new course, see syllabus)
- BUS 4605 Retail Management (existing course)

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EXHIBIT 2
B.S. MARKETING
PROPOSED PROGRAM PLAN
(Junior and Senior Year)

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<td>BUS 3504</td>
<td>Mgt Information Systems</td>
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<td>Marketing Principles</td>
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<td>BUS 3704</td>
<td>Quantitative Methods</td>
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<td>HUM -----</td>
<td>Restricted Elective (HUM)</td>
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<thead>
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<th>Senior Year Fall</th>
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<td>BUS 4000</td>
<td>Research 2 (QEP)</td>
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<td>BUS 4501</td>
<td>Production &amp; Operations Mgt</td>
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<td>BUS 4502</td>
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<td>BUS 4686</td>
<td>International Marketing</td>
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<tr>
<td>BUS 4702</td>
<td>Business Strategy &amp; Policy</td>
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<tr>
<td>BUS 4783</td>
<td>Practicum Planning</td>
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Dean Niebuhr submitted the following program justification that was subsequently approved by the Provost's Office.

College of Business
Undergraduate Degree in Marketing (B.S.B.A.)
March 5, 2009

The College of Business is proposing that an undergraduate degree program in marketing be added to its current offerings. This major was available for a number of years but has not been offered on campus for the last ten years.

Program Relevance

Almost all AACSB-accredited undergraduate business programs include a marketing major and as our programs grow, there is a need to provide degree programs that are both of high demand and ones that we can staff properly. University College already provides an online undergraduate BA in Business Administration with a marketing concentration. Additionally, our new Online MBA program has a marketing concentration as one of the options students may select in that program. The addition of this proposed program is most appropriate to serving our student population and is consistent with both the university and college missions.

Program Demand

Demand Projections

- Money Magazine and Salary.com identified the top 20 jobs for those who are young and ambitious based on compensation, growth and job fulfillment: 3 of the top 20 were marketing. The #1 position was product/brand manager where you control, develop, and market an assigned product line.

- Forbes.com recently announced that Marketing is one of the top 10 most lucrative majors.

- A marketing degree has become one of the most financially attractive of all possible degrees. Yahoo Hotjobs cites "Marketing" as one of the 6 quickest routes to a six-figure salary. Even considering the current challenging economic climate, they anticipate a 12 percent growth in marketing jobs in the next decade.

- According to the National Association of Colleges and Employers (NACE) Job Outlook, marketing majors are among the TOP 10 degrees in demand by potential employers.

- CnnMoney.com in "Big Demand, Big Pay" found that sales and marketing personnel would be the highest in demand in the overall labor force.

- In "Big Demand, Good Pay" CNN Money named Internet Sales and Marketing Account Director as the #2 "well paying jobs" of all possible careers, where demand for good candidates exceeds supply.
CareerBuilder.com lists the top ten jobs that pay twice the national average. **Marketing manager's annual income** came in at $86,283 with a projected 14% growth rate in the next decade.

Marketing is one of only three fields identified as strong growth in the upcoming years. A recent NACE survey shows a projected starting salary, to $41,179 for marketing majors. Even in difficult economic times, with job opportunities becoming less accessible in other fields, **the demand for marketing graduates remains quite robust** because of their ability to generate revenue for the organization. With bonuses and commission, which significantly increase compensation packages, average starting salaries are amongst the highest in any business area.

Manpower Inc.'s annual talent shortage survey reports that finding qualified people to work as sales representatives is the #1 biggest hiring challenge for global employers for the second year in a row. They say that "your best chance of getting a job may be to consider a job in sales." Melanie Holmes, Manpower's vice president of corporate affairs, said that finding wasn't too surprising since many companies are boosting sales staffs to fuel revenue growth.

**Enrollment Expectations**

- Given the demand and interest shown by our own currently-enrolled students, we would expect to see an initial enrollment in the 20-25 range for full-time students. In particular, one of the courses in the program will focus on sports marketing, an area that is often mentioned as being of high demand among our university athletes, many of whom are in the College of Business.
- International growth should be enhanced by providing another major from which students may select.
- Marketing programs in many business schools typically enroll 20% of the business students in a marketing major. If we grow our undergraduate from 215 currently to 300 in five years, we would expect about 60 of those to be marketing majors.

**Academic Considerations**

The marketing major will be added to the existing business undergraduate programs and will have the same basic admission and program policies that currently exist for those programs. As with the other programs, it will require the Practicum work experience courses in the senior year. The program will be included in the AACSB accreditation process.
Resources Required

To provide the necessary courses in the Online MBA marketing concentration, an open faculty position due to an individual leaving in another discipline, was converted to a "marketing" position. The search for this marketing faculty member was conducted in 2008 and the new hire will begin in fall, 2009. We will then have two full-time marketing faculty members on staff along with a marketing adjunct that we will retain. This level of instructional capacity will allow us to handle the course offerings in both the undergraduate and MBA marketing programs.

Office space and computing equipment will be available without additional budget requests to the university.

LIST OF ATTACHMENTS

- Adding New Major or Minor to the Curriculum
- Adding a New Course to the Curriculum (5)
  - These have been catalog approved by Liz Fox
- Syllabus (5)
  - Entertainment and Sports Marketing
  - Marketing Strategy
  - Hospitality and Tourism Marketing
  - Brand Management Marketing
  - Consumer Behavior
This course is available for student registration only after the approval process has been completed.

**Subject:** BUS  
**Course No.:** 3602  
**Credit Hours:** 3  
**Term to be added to the file:** Fall 2009  

**Class Hours:** 45  
**Lecture Hours:**  
**Lab Hours:**  
**Contact Hours (CEU only):**  

**Department:** College of Business  
**Schedule Type:** Lecture (A)  
**Course Title:** Consumer Behavior  

**Catalog Title:** Consumer Behavior

**Catalog Description of Course:** Limited to 350 characters, including spaces

Examines the consumer decision-making process and its societal, cultural, environmental, group and economic determinants. Includes consumer motivations, values, wants and needs. Teaches how to develop marketing strategies that effectively serve consumers, and how to use the managerial perspective to improve marketing strategy decisions.

**In addition, you may attach a course syllabus and/or more detailed description.**

**Restrictions:**  
- Prerequisite: BUS 3601

**Grades to be Issued:**  
- A, B, C, D, F
- A, B, C, D, F, CEU
- CEU
- S, U
- P, F
- Other

**Additional Restriction:**

(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information.

**Subject:** BUS  
**Course No. (e.g., 1301):** 4687

**Approvals:** Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

**Originate:** Florida Institute of Technology - Office of the Registrar

150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7827

**Date:**
Consumer Behavior

Subject Area: Business  
Lecturer: TBD  
Course Code: BUS 3602  
Credit Value: 3

Course Description

This course examines the consumer decision-making process and its societal, cultural, environmental, group and economic determinants. There will be particular attention given to the consumer motivations, values, wants and needs that determine consumer behavior. In gaining a better understanding of consumer behavior, this course facilitates the development of marketing strategies that effectively serve consumers.

Prerequisite: BUS 3601 Marketing Principles

Aims and Objectives

After completing this course you will be able to:

- Identify and explain key concepts, terms, and theories studied and developed in psychology, economics, sociology, cultural studies, and anthropology as they relate to consumer behavior.
- Carry out applications of consumer behavior concepts.
- Illustrate the diversity of consumer needs on a local and global scale.
- Recognize the application of consumer behavior from a managerial perspective in improving marketing strategy decisions.
- Evaluate marketplace forces in terms of consumer behavior theories and applications.
- Appraise the ethical practices in the marketing of consumer goods and services.

Candidate Topics

- Consumers in the Marketplace
- Consumers Motivations and Values
- Consumer Wants and Needs
- Consumers as Decision Makers
- Culture and Subcultures Influences

Format and Teaching Methods

- Midterm: 25%
- Individual Analysis 1: 10%
- Individual Analysis 2: 10%
- Team Project: 25%
- Participation: 5%
- Final Exam: 25%

Potential Text

Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT: BUS
COURSE NO: 3604
CREDIT HOURS: 3
TERM TO BE ADDED TO THE FILE: Fall 2009
CLASS HOURS: 45
LECTURE HOURS: 36
LAB HOURS: 0
CONTACT HOURS (CEU ONLY): 0

DEPARTMENT: College of Business
SCHEDULE TYPE: Lecture (A)

☐ COLLEGE OF AERONAUTICS--23
☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS--25
☒ COLLEGE OF BUSINESS--24
☐ COLLEGE OF SCIENCE--26
☐ UNIVERSITY COLLEGE EXTENDED STUDIES--27

COMPUTER TITLE: Restricted to 25 characters, including spaces
Mrktg Research

CATALOG TITLE: Marketing Research

CATALOG DESCRIPTION OF COURSE: Limited to 350 characters, including spaces
Introduces measurement and research techniques, problem identification and resolution through formal theory, and evaluation and interpretation of market research. Emphasizes design, execution, analysis and interpretation of both qualitative and quantitative primary research. Requires production of a formal report from primary research.

In addition, you may attach a course syllabus and/or more detailed description.

REQUIREMENTS
☒ Prerequisite: BUS 3601
☐ Corequisite

☐ Prerequisite
☐ Corequisite

☐ Prerequisite
☐ Corequisite

GRADUATES TO BE ISSUED
☒ A, B, C, D, F
☐ A, B, C, D, F, CEU
☐ CEU
☐ S, U
☐ P, F
☐ Other

ADDITIONAL RESTRICTION: (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

SUBJECT: Alpha Prefix (e.g., CSE)
COURSE NO: (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Chair, Graduate Council
Date

Dean or Associate Dean
Date

Chair, Undergraduate Curriculum Committee
Date

CATALOG DIRECTOR
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Catalog Director
Date

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RG-271-5061
Marketing Research

Subject Area Business
Lecturer TBD
Course Code BUS 3604
Credit Value 3

Course Descriptions

This course introduces measurement and research techniques employed in marketing. Secondary and primary data collection is assessed through regression or ANOVA design. Emphasis is placed on design, execution, analysis, and interpretation of both qualitative and quantitative primary research.

Aims and Objectives

- Identify and describe the need for market research
- Locate, interpret and evaluate secondary research
- Identify business problems and create a plan to examine them utilizing formal theories where possible
- Create and refine research hypotheses
- Design an experiment or some form of primary research
- Create a survey, administer it and analyze the results
- Write a formal report and identify management implications for primary research.

Candidate Topics

- Means, distributions, correlation and significance
- Data types: qualitative, quantitative, primary and secondary
- Context and the limiting of alternative interpretations
- Review of the literature review and developing a research idea
- Defining a problem and formulating hypotheses
- Experimental design, pretesting and random sampling
- ANOVA and regression analysis
- Devising operational variables for theoretical constructs
- Managerial decisions: interpreting data and decision response to data

Assessment

- Midterm 10%
- Secondary Research Group Project (2-3 person group) 15%
- Primary Research Group Project (2-3 person group) 45%
- Participation 5%
- Final 25%
  100%

Potential Text(s)


Marketing Research 8th Edition (with Student Version of SPSS 17.0), David A. Aaker, V. Kumar and George S. Day
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

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<td>CATALOG TITLE</td>
<td>Entertainment and Sports Marketing</td>
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<td>SCHEDULE TYPE</td>
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Teaches how to distinguish, identify and design events using market research. Includes types of promotions, key components and strengths in branding, and how to develop a marketing plan. Focuses on the complexity of relationship marketing (sponsorship, fan development, merchandising and event marketing) through promotion strategies.

In addition, you may attach a course syllabus and/or more detailed description.

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<th>RESTRICTIONS</th>
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| GRADES TO BE ISSUED | A, B, C, D, F |
| Other |

ADDITIONAL RESTRICTION

If this course replaces a course currently offered in BANNER, please indicate old course information.

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APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originate: [Signature] [Date: Apr 11, 2009]

Department Head/Program Chair: [Signature] [Date: Apr 16, 2009]

Dean or Associate Dean: [Signature] [Date: Apr 16, 2009]

Catalog Director: [Signature] [Date: ]

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RS-271-5061
Entertainment and Sports Marketing

Subject Area: Business  
Lecturer: TBD  
Course Code: BUS 3606  
Credit Value: 3

Course Descriptions

This course focuses on the complexity of relationship marketing in terms of sponsorship, fan development, merchandising and event marketing through promotion strategies within the sports and entertainment industries.

Aims and Objectives

After completing this course you will be able to:

- Distinguish, identify and design an event utilizing market research
- List and define the key components of a branding strategy
- Identify the roles and types of promotions.
- Recognize and initiate relationship marketing with sponsors and fans
- Evaluate the strength of a branding strategy
- Develop a sports/entertainment marketing plan for a property, team, or event
- Develop a promotion plan for an event or sports property.

Candidate Topics

- Strategizing for sporting and entertainment events
- Utilizing market research
- Identifying revenue opportunities for events in music, film, theatre and sports
- Property, team or event analysis
- Attracting Sponsorship
- Sportscapes, customer satisfaction and relationship building
- Integration of promotional message and image management
- Entertainment and sports marketing plan

Assessment

- Midterm 15%
- Event promotion plan (2-3 person groups) 20%
- Sports/Entertainment Marketing Plan (2-3 person groups) 35%
- Participation 5%
- Final 25%
- 100%

Potential Text

Entertainment Marketing & Communication: Selling Branded Performance, People, and Places  
Shay Sayre, Publisher: Prentice Hall

ISBN-10: 0131986228  
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT  BUS  COURSE NO.  3607  CREDIT HOURS  3  TERM TO BE ADDED TO THE FILE  Fall 2009
Alpha Prefix (e.g., CSR)  Number Choice (e.g., 1301)  (e.g., Fall 2008)

CLASS HOURS  45  LECTURE HOURS  ____  LAB HOURS  ____  CONTACT HOURS (CEU ONLY)  ____

DEPARTMENT  College of Business  SCHEDULE TYPE  Lecture (A)
(e.g., Computer Sciences)  (e.g., Lecture, Lab or Special Project)

☐ COLLEGE OF AERONAUTICS-23  ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25
☒ COLLEGE OF BUSINESS-24  ☐ COLLEGE OF SCIENCE-26
☐ COLLEGE OF ENGINEERING-01  ☐ UNIVERSITY COLLEGE EXTENDED STUDIES-27

COMPUTER TITLE  Restricted to 25 characters, including spaces  Hosp & Tour Mrktg

CATALOG TITLE  Hospitality and Tourism Marketing

CATALOG DESCRIPTION OF COURSE  Limited to 350 characters, including spaces
Introduces the key drivers of customer satisfaction and behavior. Explores the scope, complexity and challenges of the hospitality, recreation and travel industries. Focuses on situation analysis, and the planning and management of facilities to increase customer value, loyalty and satisfaction.

In addition, you may attach a course syllabus and/or more detailed description.

RESTRICTIONS  ☒ Prerequisite  BUS 3601  ☐ Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

GRADERS TO BE ISSUED  ☒ A, B, C, D, F  ☐ A, B, C, D, F, CEU
☐ CEU  ☐ S, U  ☐ P, F  ☐ Other

ADDITIONAL RESTRICTION  (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

SUBJECT  Alpha Prefix (e.g., CSR)  COURSE NO.  Number Choice (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council,
or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator  Date  Chair, Graduate Council  Date

Department Head/Program Chair

Dean or Associate Dean  Date  Chair, Undergraduate Curriculum Committee  Date

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Catalog Director  Date

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RG-271-506
Hospitality and Tourism Marketing

Subject Area: Business
Lecturer: TBD
Course Code: BUS 3607
Credit Value: 3

Course Descriptions

This course explores the scope, complexity and challenges of the hospitality, recreation and travel industries. Focus will be on situation analysis, planning, and management of facilities with the goal of creating customer value, satisfaction and maintaining loyalty.

Aims and Objectives

After completing this course you will be able to:

- List and define the key drivers of customer satisfaction and behavior
- Describe the importance of empowerment and accountability in managing service recovery situations
- Identify and understand the differing customer needs based on culture
- Initiate and complete a situation analysis
- Describe the importance of integrated marketing communications
- Identify, analyze and evaluate the strength of the brand image and design a promotion strategy
- Create a marketing plan

Candidate Topics

- The scope and complexity of the hospitality and tourism industries
- The importance of market research and competitive analysis
- Destination marketing and the importance of the Internet
- The economic importance of tourism to the local economy
- Understanding the psychology of the domestic and foreign visitor
- Environmentally friendly business maintenance and sustainable tourism
- The importance of service and service recovery
- Image and relationship management

Assessment

- Midterm 15%
- Industry analysis (case study) or ad campaign 20%
- Marketing Plan (2-3 person groups) 35%
- Participation 5%
- Final 25%

Total 100%

Potential Text(s)


ISBN: 978-0-7506-8693-8
Marketing for Tourism, 4/e, Holloway

A number of in-depth case studies complement a strong pedagogical structure throughout the book, including learning objectives, illustrations and examples, and end-of-chapter questions and issues for discussion.


Marketing for Hospitality and Tourism, 4/e, Kotler

This is the most widely used Hospitality marketing text - comprehensive and innovative, managerial and practical, state-of-the-art and real-world. Easy-to-read and user-friendly, it provides examples and applications that illustrate the major decisions hospitality marketing managers face in their efforts to balance objectives and resources against needs and opportunities in today's global marketplace.

Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT | BUS  
COURSE NO. | 4603  
CREDIT HOURS | 3  
TERM TO BE ADDED TO THE FILE | Fall 2009  
(e.g., Fall 2006)

CLASS HOURS | 45  
LECTURE HOURS |  
LAB HOURS |  
CONTACT HOURS (CEU ONLY) |  

DEPARTMENT | College of Business
(e.g., Computer Sciences)

□ COLLEGE OF AERONAUTICS–23
□ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS–25
☒ COLLEGE OF BUSINESS–24
□ COLLEGE OF SCIENCE–26
□ UNIVERSITY COLLEGE EXTENDED STUDIES–27

COMPUTER TITLE | Restricted to 25 characters, including spaces  Brand Mgmt Mrktg

CATALOG TITLE | Brand Management Marketing

CATALOG DESCRIPTION OF COURSE | Limited to 350 characters, including spaces

Introduces branding as it relates to consumer behavior. Includes creating and sustaining shareholder value through brands. Uses theory and real-world cases to examine branding in terms of positioning, design and packaging, integration, brand equity and corporate identity. Requires initiation and completion of a brand audit.

In addition, you may attach a course syllabus and/or more detailed description.

RESTRICTIONS | ☒ Prerequisite BUS 3601
Course Number

□ Corequisite Course Number

□ Prerequisite Course Number

□ Corequisite Course Number

□ Prerequisite Course Number

□ Corequisite Course Number

GRADES TO BE ISSUED | ☒ A, B, C, D, F
□ A, B, C, D, F, CEU
□ CEU
□ S, U
□ P, F
□ Other

ADDITIONAL RESTRICTION | (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

SUBJECT | BUS  
COURSE NO. | (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Original | Date
Chair, Graduate Council | Date

Department Head/Program Chair | Date
Dean or Associate Dean | Date

Chair, Undergraduate Curriculum Committee | Date

CATALOG DIRECTOR

These changes/additions have been made for the University/Extended Studies Catalog and entered into the BANNER term named above.

Catalog Director | Date

REGISTRAR'S USE ONLY

SCACRSE | SCADETL | SCAPROE | SCABASE | SCARES | Date

Catalog Director | Date

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RG-271-506

April 16, 2009

April 16, 2009

April 16, 2009
Brand Management Marketing

Subject Area: Business  
Lecturer: TBD  
Course Code: BUS 4603  
Credit Value: 3

Course Descriptions

Course focuses on the creation, capturing, and sustaining of shareholder value through brands. Using theory and real-world cases, brands are examined in terms of positioning, brand design, packaging, brand integration, brand equity, and corporate identity as it relates to consumer behavior.

Aims and Objectives

After completing this course you will be able to:

- Recognize the need for brand development
- Identify and utilize branding or behavioral theories
- List and define the key components of a branding strategy
- Initiate and complete a brand audit
- Evaluate the strength of a branding strategy
- Describe and utilize the process of brand positioning or repositioning

Candidate Topics

- Understanding and developing brand personality and brand equity
- Integrating brand and corporate identity by utilizing cross-discipline teams
- Performing and analyzing a brand audit
- Positioning or repositioning brand image
- Brand design through understanding the needs and behaviors of consumers
- Developing and initiating brand driven marketing and strategy

Assessment

- Midterm 15%
- Case analysis 20%
- Brand Audit (2-3 person groups) 35%
- Participation 5%
- Final 25%

Potential Text

*Strategic Brand Management* 3e, Keller, Prentice Hall

Florida Institute of Technology

ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

Please provide the following information when requesting a new major or minor (program or option) to be added to the curriculum. Only new majors, minors and options are assigned a new code and print on the diploma. The code will be assigned by the Office of the Registrar and a copy of this form will be sent to the appropriate department.

COLLEGE: Business
DEPARTMENT: Business
SITE(S):

PROGRAM TO BE ADDED: [X] Major or [ ] Minor or [ ] Option for ___________________________ (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma.

☐ Associate of Arts (A.A.) ☐ Executive Master of Business Administration (E.M.B.A.) ☐ Educational Specialist (Ed.S.)
☐ Associate of Science (A.S.) ☐ Master of Arts (M.A.) ☐ Doctor of Education (Ed.D.)
☐ Bachelor of Arts (B.A.) ☐ Master of Arts in Teaching (M.A.T.) ☐ Doctor of Philosophy (Ph.D.)
☐ Bachelor of Science (B.S.) ☐ Master of Business Administration (M.B.A.) ☐ Doctor of Psychology (Psy.D.)
☐ Master of Education (M.Ed.)
☐ Master of Public Administration (M.P.A.)
☐ Master of Science (M.S.)
☐ Master of Science in Aviation (M.S.A.)
☐ Professional Master of Business Administration (P.M.B.A.)

OTHER ADDITION TO THE CURRICULUM (NOTE: Only Majors, Minors and Options receive new codes and print on the diploma.)

☐ Concentration or ☐ Specialization for ___________________________ (existing degree program)

PROGRAM TITLE Restricted to 30 characters, including spaces

Marketing

TERM TO BE INITIATED: Fall 2009
ADVISER FOR NEW PROGRAM: Andrew Cudmore

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form; 2) Provost approves business plan of the program in terms of financial viability and impact on the university mission, and signs form; 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form; 4) Provost gives final approval of program, signs form and forwards to Office of the Registrar.

1) Department Head/Program Chair

Date: 4/16/2009

2) Provost

Date: 4/16/2009

3) Chair, Graduate Council

Date:

OR

4) Chair, Undergraduate Curriculum Committee

Date:

Provost

Date:

REGISTRAR'S USE ONLY
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STVMAJR ___________________________ SOACURR ___________________________ Major Code Assigned ___________________________

SAXCUR ________________ ________________ CIPC Code ___________________________ Operator Initials/Date ___________________________

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