

MEMORANDUM

To: SENATE

From: SENATE COMMITTEE ON UNDERGRADUATE
STUDIESSubject: CHANGES - SCHOOL OF BUSINESS
ADMINISTRATION AND ECONOMICS

Date: NOVEMBER 18, 1981

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of November 17, 1981 gives rise to the following motion.

MOTION: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.81-158, the following changes for the School of Business Administration and Economics.

- 1) Dropping of Business 270-3 Introduction to Organizational Behaviour and Decision Making as a lower division pre-requisite for all programs - Majors, Minors, or Honors - in Business Administration; for Honors or Major programs in Economics; or in Joint Majors or in Joint Honors in Business Administration and Economics;
- 2) Requirement for either
BUS. 372-3 Micro Perspectives in Organizations or
BUS. 374-3 Macro Perspectives in Organizations to be taken as part of core Upper-Division Requirements by all Business Administration Major, Joint Major, Honors or Joint Honors Students;
- 3) Dropping of BUS. 444-5 Marketing Research from course offerings;
New Courses and Adding to course offerings
BUS. 348-3 Industrial Marketing
BUS. 442-3 Marketing Research I
BUS. 445-3 Marketing Research II
BUS. 449-3 Marketing and Society;
- 4) Change in Number of Required Upper-Division Credits and in Courses for a Minor in Business Administration;
- 5) Changes in Requirements for Areas of Concentration - Marketing, replacing BUS. 444-5 with BUS. 442-3, Adding Requirement of one of
BUS. 348-3 Industrial Marketing
BUS. 445-3 Marketing Research II
BUS. 449-3 Marketing and Society;
- 6) Delete BUEC 231-3 Introduction to Model Building in Business Administration and Economics."

It was noted that a number of the changes above represent housekeeping arising from changes initiated earlier in the curricula.



SIMON FRASER UNIVERSITY

SCUSF-60

MEMORANDUM

To..... Mr. Harry Evans
..... Registrar
..... Curriculum Changes -
Subject... School of Business Administra-
tion and Economics

From..... Sheila Roberts
..... Administrative Assistant to
..... Dean of Arts
Date..... November 9, 1981

The Faculty of Arts Curriculum Committee at its meeting of November 5, 1981, passed the following motions concerning curriculum changes for the School of Business Administration and Economics:

1. That BUS. 270-3, "Introduction to Organizational Behaviour and Decision Making" be dropped as a Lower-Division requirement for Business Majors, Business Minors, Business Honors, Economics Majors, Economics , Joint Majors in Business Administration and Economics, and Joint Honors in Business Administration and Economics.
2. That all Business Administration Major, Joint Major, Honors, or Joint Honor students must take either BUS. 372-3, "Micro Perspectives on Organizations" or BUS. 374-3, "Macro Perspectives on Organizations" as part of the Upper-Division core courses.
3. That BUS. 444-5, "Marketing Research" be deleted from; and BUS. 348-3, "Industrial Marketing", BUS. 442-3, "Marketing Research I", BUS. 445-3, "Marketing Research II", and BUS. 449-3, "Marketing and Society" be added to the Department of Business Administration course offerings.
4. That BUS. 444-5 be replaced with BUS. 442-3 in the listing of required courses in the Marketing Area of Concentration, and that BUS. 348-3, BUS. 445-3 and BUS. 449-3 be added to the list of courses from which a student must choose one.

I have attached the detailed changes for clarification.

The following motion will be considered by the Faculty of Arts Curriculum Committee on Thursday, November 19, 1981. The request has come from both Economics and Business Administration.

5. That BUEC 231-3, "Introduction to Model Building in Business Administration and Economics" be dropped from the Calendar.

The new course proposals were sent to other Faculties for overlap on November 3, 1981 and we understand that if there are any concerns that the new courses will be withdrawn from the S.C.U.S. agenda.

Sheila Roberts

S. Roberts

SR/md
Attachment

CURRICULUM CHANGES

Department of Business Administration

p. 243 LOWER DIVISION COURSES - as PREREQUISITES

MAJORS IN BUSINESS ADMINISTRATION

CHANGE IN REQUIREMENTS:

FROM:

MATH 100-3 Survey of College Mathematics (if B.C. High School Algebra 12, or equivalent, has not been completed).

CMPT 103-4 Introduction to a High Level Programming Language I

Any 100 division ECON course

ECON 200-3 Principles of Economics I: Microeconomic Principles

ECON 205-3 Principles of Economics II: Macroeconomic Principles

MATH 157-3 Calculus for the Social Sciences I

BUS. 221-3 Introduction to Accounting

BUS. 270-3 Introduction to Organizational Behaviour and Decision Making

any one of

ENGL 101-3 Introduction to Fiction

ENGL 102-3 Introduction to Poetry

ENGL 103-3 Introduction to Drama

ENGL 104-4 Introduction to Essay

PHIL 001-3 In Pursuit of Truth

PHIL 110-3 Introduction to Philosophical Concepts and Reasoning

NOTE: BUEC 332-3 Elementary Economic and Business Statistics I should be taken in lower levels by students planning to Major in Business Administration

TO: MATH 100-3 Survey of College Mathematics
(if B.C. High School Algebra 12,
or equivalent, has not been
completed).

CMPT 103-4 Introduction to a High Level
Programming Language I

Any 100 division ECON course

ECON 200-3 Principles of Economics I:
Microeconomic Principles

ECON 205-3 Principles of Economics II:
Macroeconomic Principles

MATH 157-3 Calculus for the Social
Sciences I

BUS. 221-3 Introduction to Accounting

any one of

ENGL 101-3 Introduction to Fiction

ENGL 102-3 Introduction to Poetry

ENGL 103-3 Introduction to Drama

ENGL 104-3 Introduction to Essay

PHIL 001-3 In Pursuit of Truth

PHIL 110-3 Introduction to Philosophical
Concepts and Reasoning

NOTE: BUEC 332-3 Elementary Economic and
Business Statistics I should
be taken in lower levels by
students planning to Major in
Business Administration.

REMARKS: The dropping of BUS. 270 as a Lower-
Division requirement is the change and
it applies to the Major in Business
Administration, Joint Major in Business
Administration and Economics, Honors in
Business Administration and Joint Honors
in Business Administration and Economics
as listed on p. 243 and to Majors in
Economics, Joint Majors in Business
Administration and Economics, Honors in
Economics and Joint Honors in Business
Administration and Economics as listed
on pp. 261-262.

P. 243 MINOR IN BUSINESS ADMINISTRATION

FROM:

BUS. 221-3 Introduction to Accounting

BUS. 270-3 Introduction to Organizational Behaviour
and Decision Making

Any 100 division ECON course

ECON 200-3 Principles of Economics I: Microeconomic
Principles

ECON 205-3 Principles of Economics II: Macroeconomic
Principles

MATH 157-3 Calculus for the Social Sciences I

TO:

BUS. 221-3 Introduction to Accounting

Any 100 division ECON course

ECON 200-3 Principles of Economics I: Microeconomic
Principles

ECON 205-3 Principles of Economics II: Macroeconomic
Principles

MATH 157-4 Calculus for the Social Science I

RATIONALE:

SEE ATTACHMENT (1) Drop BUS. 270-3

P. 244-245 CHANGE IN REQUIREMENTS

FROM:

CORE COURSES IN BUSINESS ADMINISTRATION

All Business Administration Major, Joint Major, Honors or Joint Honors students must complete the upper division core courses listed below:

- BUS. 307-3 Managerial Economics*
- or ECON 301-5 Intermediate Microeconomic Theory*
- BUS. 328-3 Accounting for Management
 - or both BUS. 222-3 Accounting: Structure and Method
- BUS. 324-3 Managerial Accounting I
- BUS. 312-4 Business Finance
- BUS. 343-3 Marketing
- BUEC 332-3 Elementary Economic and Business Statistics I
 - (Students should take this course prior to reaching Upper Levels)
- BUEC 333-3 Elementary Economics and Business Statistics II
 - (Students may take this course prior to reaching Upper Levels)

*Students in Joint Major or Joint Honors program in Business Administration and Economics must take ECON 301-5.

TO: CORE COURSE IN BUSINESS ADMINISTRATION

All Business Administration Major, Joint Major, Honors or Joint Honors students must complete the upper-division core courses listed below:

BUS. 307-3 Managerial Economics*

or ECON 301-5 Intermediate Microeconomic Theory*

BUS. 328-3 Accounting for Management

or both BUS. 222-3 Accounting: Structure and Method

BUS. 324-3 Managerial Accounting I

BUS. 312-4 Business Finance

BUS. 343-3 Marketing

BUEC 332-3 Elementary Economic and Business Statistics I

(Students should take this course prior to reaching Upper Levels)

BUEC 333-3 Elementary Economic and Business Statistics II

(Students may take this course prior to reaching Upper Levels)

BUS. 372-3 Micro Perspectives on Organizations

or BUS. 374-3 Macro Perspectives on Organizations

* Students in Joint Major or Joint Honors programs in Business Administration and Economics must take ECON 301-5.

RATIONAL: See Attachment 1.

REMARKS: The addition of either BUS. 372-3 or BUS. 374-3 to the core courses in Business Administration is the only change here and it applies to Business Administration Majors, Business Administration Honors, Joint Majors in Business Administration and Economics, Joint Honors in Business Administration and Economics, as listed on pp. 245-46 and pp. 263-264 of the current calendar.

D. 246-247 CHANGE IN REQUIREMENTS

FROM: MINOR IN BUSINESS ADMINISTRATION

At least 15 semester hours of upper-division credit including the following courses:

BUS. 343-3 Marketing

BUS. 307-3 Managerial Economics

or ECON 301-5 Intermediate Micro-economic Theory

BUS. 312-4 Business Finance

BUS. 328-3 Accounting for Management

or both BUS. 222-3 Accounting: Structure and Method

BUS. 324-3 Managerial Accounting I

TO: MINOR IN BUSINESS ADMINISTRATION

At least 16 semester hours of upper-division credit including the following courses:

BUS. 343-3 Marketing

BUS. 307-3 Managerial Economics

or ECON 301-5 Intermediate Micro-economic Theory

BUS. 312-4 Business Finance

BUS. 328-3 Accounting for Management

or both BUS. 222-3 Accounting: Structure and Method

BUS. 324-3 Managerial Accounting I

BUS. 372-3 Micro Perspective on Organizations

or BUS. 374-3 Macro Perspective on Organization

RATIONAL: See Attachment 1.

p. 248 CHANGE IN REQUIREMENTS

4. MARKETING

FROM: Required:

BUS. 343-3 Introduction to Marketing
BUS. 347-4 Buyer Behaviour
BUS. 444-5 Marketing Research

and at least one of the following

BUS. 446-4 Marketing Strategy
BUS. 448-4 Promotion Management

TO: Required:

BUS. 343-3 Introduction to Marketing
BUS. 347-4 Buyer Behaviour
BUS. 442-3 Marketing Research I

and at least one of the following:

BUS. 348-3 Industrial Marketing
BUS. 445-3 Marketing Research II
BUS. 446-4 Marketing Strategy
BUS. 448-4 Promotion Management
BUS. 449-3 Marketing and Society

RATIONALE: See Attachment 2

p. 254 NEW COURSE ADD: BUS. 348-3 Industrial Marketing

SEE APPENDIX A

p. 256 NEW COURSE ADD: BUS. 442-3 Marketing Research I

SEE APPENDIX B

DELETE:

BUS. 444-5 Marketing Research

NEW COURSE ADD: BUS. 445-3 Marketing Research II

SEE APPENDIX C

NEW COURSE ADD: BUS. 449-3 Marketing and Society

SEE APPENDIX D

RATIONALE: SEE ATTACHMENT 2

CURRICULUM CHANGESSCHOOL OF BUSINESS ADMINISTRATION AND ECONOMICS

p. 251 and p. 266

DELETE BUEC 231-3 Introduction to Model Building in
Business Administration and Economics

RATIONALE: This course has been dropped as a requirement from all programmes in Business Administration and Economics. It has not been offered for the past year and there are no plans to schedule it.

SIMON FRASER UNIVERSITY

MEMORANDUM

To: B. Schoner

 Chairman, UCC

 Subject: Reasons why 372 or 374 should be the
 required OB course.

A Hochment (1)

From: B. Andrews

 Coordinator

 Organizational Behaviour

 Date: October 16, 1981

Given that each business student is required to take only one course in the organization behavior subarea, it is important that this single sample is a high quality, demanding course. As can be seen from the chart below, the 372 and 374 courses can meet those criteria much better than the 270 course.

	<u>BUS 270</u>	<u>BUS 372</u>	<u>BUS 374</u>
Enrollment per section	200-300	60-90	60-90
Course content	covers all aspects of OB plus some aspects of decision making in organizations	covers just the micro aspects of Organization Behavior	covers just the major macro aspects of organization behavior
Depth of Topic Treatment	relatively thin coverage, superficial understanding	greater depth, more understanding, better retention	greater depth, more understanding, better retention
Degree of Academic Rigor	average	high, more demanding	high, more demanding
Matching Course Content to Student Interest	none	Students can choose whichever focus best fits their own intended area concentration within business	
Course Prerequisites	30 credit hours	Students must complete all of the business department lower division requirements and have a grade point average of 2.25 or higher	

Currently, we give 8 section per year of Bus 270. As a non-required course, we will probably be able to reduce this to about 4 sections of 270 per year.

Currently, we offer 5 sections per year of Bus 372 and 3 sections per year of Bus 374. If each business major is required to take either Bus 372 or Bus 274, we might have to increase the number of sections which we offer. However, we anticipate that this increase will be no greater than and quite possibly less than the savings obtained by dropping 270 as a required course.

Attachment.

(2)

CHANGES IN MARKETING COURSES

- (1) Adding a course in Industrial Marketing. The present marketing offerings are almost totally oriented toward consumer marketing. This course would provide an alternative of particular relevance in our resource based provincial economy.
- (2) Splitting the present Marketing Research course into two courses. Students are presently required to undertake a realistic project of some scope, to design the research, carry out the research, analyze the results, and write a report. At the same time they are learning the techniques required to do all this. Few students are able to accomplish this in thirteen weeks. Under the proposal, Marketing Research I would provide the necessary background to examine marketing research from the managerial point of view, while the second course would provide the depth and hands-on experience to those more particularly research oriented. The present course Market Research (BUS 444) will be deleted.
- (3) Marketing and Society. Marketing is constrained by the legal and conventional rules of society. In turn, however, marketing activities and motivation play a large role in shaping society. This course would be devoted to a wide range of issues within the format of marketing and society. It would be the only marketing course which would provide a critical examination of Marketing.

Resource Implications

The net new resources required by the changes in the program as outlined is of the order of one quarter to one half of one faculty member. This is illustrated in the table below.

<u>COURSE</u>	<u>PROJECTED NUMBER OF OFFERINGS</u>	
	<u>IN OLD PROGRAM</u>	<u>IN NEW PROGRAM</u>
Marketing 343	5	5
Buyer Behavior 347	5	5
Promotion Management 448	3	2
Marketing Strategy 446	2-3	2
Market Research 444	3	-
Marketing Research I 4__	-	3
Marketing Research II 4__	-	1
Industrial Marketing 3__	-	1
Marketing and Society 4__	-	1
TOTAL UNDERGRADUATE	18-19	20

2.

Of course, the actual frequency of offerings will be to a considerable degree affected by demand. The reasons that column two is not greater are:

- (1) A greater variety of advanced courses should cut down the demand for the existing courses, thus reducing the number of offerings required of those latter courses.
- (2) The existing Marketing Research course would be dropped.

Manpower available at present vs. requirements:

Available:	Kendall	1
	Mauser	1
	Meredith	1
	Shapiro	1
	Schoner/Wyckham*	1
		5 = 20 offerings

(* Both teach outside of marketing as well as in marketing).

Requirements (in offerings)

Graduate Program	4	4
Old Program	18-19	
Proposed Program		
	22-23	20
		24

The existing gap must be met either by a new hiring, or by the use of sessional instructors. The effect of the proposed program would be a marginal increase.

Effect on Area of Concentration

At present, the area of concentration requires a minimum of Marketing 343, Buyer Behavior 347, Marketing Research 444, plus either Promotion Management 448 or Marketing Strategy 446.

The minimum requirements under the proposed program would remain the same. Marketing Research I would be required instead of the present Marketing Research course. Students would have a variety of options, however, for the fourth course, as well as an opportunity for greater depth should they choose to take further courses.

SIMON FRASER UNIVERSITY

MEMORANDUM

Copy to
H. Egan

To Sheila Roberts, Secretary

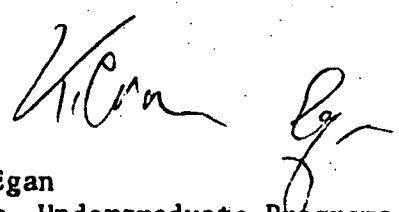
Dean of Arts Office

Subject Course overlap

From Kieran Egan, Director
Undergraduate Programs
Faculty of Education

Date November 6th, 1981

The Faculty of Education has no concerns in terms of overlap regarding Bus. 348-3, 442-3, 445-3, and 449-3.



Kieran Egan
Director, Undergraduate Programs

KE:vs

Encl.

OFFICE OF THE DEAN

NOV - 9 1981

FACULTY OF ARTS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

Appendix A

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS. Course Number: 348 Credit Hours: 3 Vector: 2-1-0

Title of Course: Industrial Marketing

Calendar Description of Course: This course deals with the marketing of products and services to industrial and other non-consumer sector buyers. The student will be expected to apply previously acquired marketing skills to purchasing situations which arise between organizations. Due to the nature of manufacturing activity in this province, Industrial Marketing will be approached from a resource industry based standpoint where Nature of Course discussions permit.

Prerequisites ^{LECTURE/SEMINAR} (or special instructions):

BUS. 343; 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: none

2. Scheduling

How frequently will the course be offered? Once per year.

Semester in which the course will first be offered? Fall 1982 or Spring 1983

Which of your present faculty would be available to make the proposed offering possible? Meredith

Objectives of the Course The objective of the course will be to familiarize the student with the theoretical and practical aspects of marketing to industrial and other institutional purchasers. The course is justified on a twofold basis:

A. Industrial Marketing problems differ significantly from those found in the consumer sector.

B. A substantial proportion of total exchange activity occurs among private and public sector organizations which are only indirectly involved with the final consumer.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

See attached document entitled
"Changes in Marketing Courses"

Audio Visual

Space

Equipment

5. Approval

Date: November 10, 1981

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

US 73-34b:- (When completing this form, for instructions see memorandum SCUS 73-34a. Attach course outline).

SIMON FRASER UNIVERSITY

Department of Business Administration

COURSE OUTLINE

COURSE: BUS. 348

TITLE: Industrial Marketing

Textbook:

Industrial Marketing Management, M.D. Hutt and T.W. Speh,
(Dryden Press) 1981.

Content:

This course deals with the marketing of products and services to industrial and other non-consumer sector buyers. The student will be expected to apply previously acquired marketing skills to purchasing situations which arise between organizations. Due to the nature of manufacturing activity in this province, Industrial Marketing will be approached from a resource industry based standpoint where discussions permit.

Outline:

<u>Topic:</u>	<u>Text</u>
1. Introduction to Industrial Marketing	Chs. 1, 2
2. Organizational Buying	Chs. 3, 4
3. Industrial Marketing Segmentation	Ch. 5
4. Industrial Market Demand Evaluation	Ch. 6
5. Industrial Sales Forecasting	Ch. 7
6. Market Planning and Strategy Product Line Management	Ch. 8 Ch. 9
7. Mid-Term Examination	
8. Industrial Distribution Channel Management and Design	Chs. 10, 11
9. Channel Logistics	Ch. 12
10. Pricing for Industrial Markets	Ch. 13
11. Marketing Communications, Advertising and Promotion in an Industrial Context	Ch. 14
12. Personnel Selling for Industrial Markets	Ch. 15
13. Evaluation of Industrial Market Performance	Ch. 16

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

Appendix B

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS. Course Number: 442

Credit Hours: 3 Vector: 2-1-0

Title of Course: MARKETING RESEARCH I

Calendar Description of Course:

A course in the management of marketing research. The basics of design, conduct, and analysis of marketing research studies.

Nature of Course Lecture/tutorial

Prerequisites (or special instructions):

BUS. 343, BUS. 347, BUEC 332, BUEC 333; 60 hours.

Students with credit for BUS. 444-5 or COMM. 443-3 may not take this course for further credit.
What course (courses), if any, is being dropped from the calendar if this course is approved:

BUS. 444-5

2. Scheduling

How frequently will the course be offered? three times per year

Semester in which the course will first be offered? fall 1982

Which of your present faculty would be available to make the proposed offering possible?

KENDALL, MAUSER, SCHONER

3. Objectives of the Course

SEE ATTACHED

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

see attached document entitled
"Changes in Marketing Courses"

Library

Audio Visual

Space

Equipment

5. Approval

Date: November 10, 1981

Department Chairman

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see memorandum SCUS 73-34a. Attach course outline).

SIMON FRASER UNIVERSITY

Department of Business Administration

COURSE OUTLINE

COURSE: BUS. 442-B

SEMESTER: T.B.A.

TITLE: Marketing Research I

INSTRUCTOR: K. W. Kendall
AQ 6157
291-4493

Required Texts:

Lehmann, D. R. Market Research and Analysis. Homewood, Illinois: Richard D. Irwin, Inc. 1979.

Adler, L. & Mayer, C. S. Readings in Managing the Marketing Research Function. Chicago, Ill: American Marketing Association. 1980.

Objectives of the Course:

This is one of two courses in the subject area of Marketing Research. This is the first course in this series. This course will cover the basic elements of marketing research and the management of marketing research. It is designed as a lecture/discussion course with cases used to integrate the theory and the practical problems the manager may encounter.

The course to follow this one is oriented to the practical applications and multivariate analysis with the computer on a research project(s) developed for the course.

Thus, the emphasis in this course is the use of information and the gathering of information by management. One primary objective is to make the student a competent buyer and, more importantly, user of research.

The student will also be introduced to the uses and abuses of the computer for analysis of marketing data.

Course Prerequisites:

The following courses are required to have been completed by the student before this course is available:

BUS 343; BUS347; BUEC 332, 333.

Course Evaluation:

<u>Task</u>	<u>%</u>	<u>points</u>
Exams (4)	40%	200
Cases (2) Written	30%	150
Computer Problem Sets	10%	50
Class Discussion		
. cases		
. Lecture/discussion	20%	100
	100%	500

Topics to be Covered:

Week I: Introduction, the Role of Marketing Research and the Management of Marketing Research (Market research).

Week II: The Value of Information

Case:

Week III: Research Design - overall view

Case:

Week IV: Sources of Information and Major Research Suppliers

EXAM 1

Week V: Measurement and Scaling

Case:

Week VI: Survey Design and Execution, and coding and editing responses.

Case:

Week VII: Non Survey Research

EXAM 2

Week VIII: Major Research Suppliers and competitive bidding and evaluation of research services.

Case:

Week IX: Sampling in Marketing Research

Case:

Week X: Basic Analysis

EXAM 3

Week XI: An overview of multivariate analytical procedures

Case:

Week XII: Marketing (Market) forecasting

Case:

Week XIII: Summary: Identifying market segments, product research and advertising research.

EXAM 4

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Appendix C

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS. Course Number: 445 Credit Hours: 3 Vector: 2-1-0

Title of Course: Marketing Research II

Calendar Description of Course: An advanced treatment of analytical problems and methods in marketing research. A survey of experimental and multivariate methods, measurement, and testing. Students will learn how to use and to interpret advanced methods in marketing research.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

BUS. 442; 60 hours.

Students with credit for BUS. 444-5 or COMM. 443-3 may not take this course for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved:

BUS. 444-5

2. Scheduling

How frequently will the course be offered? Once per year. (depending upon demand)

Semester in which the course will first be offered? Fall 1982 or Spring 1983

Which of your present faculty would be available to make the proposed offering possible?

G. Mauser, B. Schoner

3. Objectives of the Course This course is designed to complement the introductory course in marketing research, which focuses on data collection, by providing an in-depth coverage of data analysis methodology in marketing. The class will analyze a canned data set and interpret the results in a major project. This data set will have been collected by either a previous class--perhaps Marketing Research I--or by one of our instructors.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

See attached document entitled
"Changes in Marketing Courses"

5. Approval

Date: November 10, 1981

Department Chairman

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Grades:

		<u>Z</u>	<u># of points</u> (500)
A+	4.33	96%	480
A	4.00	93%	465
A-	3.67	90%	450
B+	3.33	87%	435
B	3.00	84%	420
B-	2.67	81%	405
C+	2.33	78%	390
C	2.00	70%	350
C-	1.67	65%	325
D	1.00	60%	300

N.B. The Instructor holds the privilege of adding up to 25 points or 5% of the grade for class participation above and beyond the "call of duty". This is a very subjective call and this extra potential is ONLY for outstanding contribution to the class, the calibre of which is above the expectations of the instructor.

Note: A more detailed course syllabus will be handed out in class.

COURSE OUTLINE

BUSINESS ADMINISTRATION

BUS. 445 - 3

Marketing Research II

Prerequisites: Bus 444 and Bus 347; 60 credit hours.

Description: An advanced treatment of analytical problems and methods in marketing research. A survey of experimental and multivariate methods, measurement, and testing. Students will learn how to use and to interpret advanced methods in Experimental Design

Possible Texts:

Green and Tull, Research for Marketing Decisions
Green and Wind, Multivariate Decisions in Marketing
Myers, et al, Marketing Research and Knowledge Development
Various authors, Sage series in multivariate methods
Winer, Statistical Principles in Experimental Design

Objectives: This course is designed to complement the introductory course in marketing research, which focuses on data collection, by providing an in-depth coverage of data analysis methodology in marketing. The class will analyze a canned data set and interpret the results in a major project. This data set will have been collected by either a previous class--perhaps introductory marketing research--or by one of our famous instructors.

Outline:

- I. Science and measurement
 - A. Measurement models
 - B. Management applications
- II. Validity problems
 - A. Internal
 - B. External
- III. Experimental methods
 - A. True experimental methods
 - B. Quasi-experimental methods
- IV. Multivariate Methods
 - A. Multiple regression
 - B. Factor analysis
 - C. Multidimensional scaling
 - D. Clustering and classification

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Appendix D

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS. Course Number: 449

Credit Hours: 3 Vector: 1-2-0

Title of Course: Marketing and Society

Calendar Description of Course:

A critical examination of topics such as consumerism, marketing ethics, and social responsibility, efficiency of marketing or ecological marketing. The particular emphasis may vary depending on the interests of the class and instructor.

Nature of Course Lecture-Seminar

Prerequisites (or special instructions):

Bus. 343 and 60 credit hours

What course (courses), if any, is being dropped from the calendar if this course is approved: none.

2. Scheduling

How frequently will the course be offered? Once per year

Semester in which the course will first be offered? 83-1

Which of your present faculty would be available to make the proposed offering possible?

Shapiro, Wyckham, Mauser

3. Objectives of the Course

See attached.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

See attached document entitled
"Changes in Marketing Courses"

5. Approval

Date: November 10, 1981

Richard
Department Chairman

Robert
Dean

John Webster
Chairman, SCUS

S 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

COURSE OBJECTIVES

The purpose of the proposed course is to familiarize students with the wide variety of social issues associated with the use of marketing as a method of providing individuals, householders and organizations with goods and services. All the other marketing courses in the standard undergraduate university curriculum are either managerially or methodologically oriented. The Marketing and Society course, in contrast, is designed to focus student attention on marketing as a process which is constrained by but also effects the entire fabric of society. More specifically, the new course would focus on the legal framework of Canadian marketing, the consumer movement and current consumer issues, the "politics of distribution", conflict within and between trade channels, marketing ethics, self regulation and social responsibility, the efficiency and effectiveness of Canadian marketing (does distribution cost too much?), comparative marketing and economic development, ecological marketing and the limits to growth controversy, marketing and the process of social change, and the use of marketing by government and the not-for-profit sector. Although most of the issues raised are of universal interest, maximum use will be made of available Canadian source materials.

Business 449-3

MARKETING AND SOCIETY

Credit: 3 hours

Prerequisites: Bus. 343, 60 credit hours

Course Description: A critical examination of topics such as consumerism, marketing ethics and social responsibility, efficiency of marketing or ecological marketing. The particular emphasis and topics may vary, depending on the interests of the class and the instructor.

Readings (Illustrative, not exhaustive)

1. Stanley J. Shapiro and Louise Heslop (eds.), Market Place Canada: Some Controversial Dimensions (Toronto: McGraw Hill Ryerson, 1981)
2. Donald Thompson et al (eds.), Macromarketing: A Canadian Perspective (Chicago: American Marketing Association, 1979)
3. Mel J. Moyer (ed.), Marketers and Their Publics: A Dialogue (Toronto: Faculty of Administrative Studies, York University, 1978)
4. Kimon Valaskakis et al, The Conserver Society: A Workable Alternative for the Future, (New York: Harper & Row, 1979)
5. Reed Moyer and Michael D. Hutt, Macromarketing, (New York, Wiley, 1980)
6. Lester Thurow, The Zero Sum Society, (New York: Bave Books, 1980)
7. George Fisk, Ecological Marketing, (New York: Harper & Row, 1976)
8. David Rados, Marketing for Non-Profit Organizations, (Boston, Auburn House, 1980)
9. W.T. Stanbury, Business Interests and the Reform of Canadian Competition Policy 1971-75, (Toronto: Carswell-Methuen, 1977)
10. Sethi, Promises of the Good Life: The Social Consequences of Private Decisions, (Homewood, Ill: Richard D. Irwin, 1979)

Students would be assigned a variety of readings on each of the topics of interest, and they will be examined on the content of this assigned material. Major emphasis, however, would be placed on the student's ability to formulate his or her own position on a series of controversial, value laden issues. To further this end, each student will be required to prepare a major term paper which both explores and provides policy prescriptions in some controversial aspect of Canadian marketing.