

13. Prerequisites:

Prerequisites: BBA 305W
and BBA 310

14. Co requisites:

15. Is this course in any plan (major, minor or certificate) or sub plan (emphasis or concentration)?

Yes No

If yes, describe the impact and attach written responses from the affected academic units prior to college curricular submission.

16. Is there a related plan or sub plan proposal being submitted?

Yes No

If no, explain.

New BBA Marketing Emphasis attached.

17. Does this course include combined lecture and lab components?

Yes No

If yes, note the units specific to each component in the course description above.

18. Does this course duplicate content of existing courses?

Yes No

If yes, list the courses with duplicate material. If the duplication is greater than 20%, explain why NAU should establish this course.

19. Names of the current faculty qualified to teach this course: Paige Miller Leister

20. Justification for new course.

This course is being created to support the new BBA Emphasis in Marketing plan.

Answer 21-22 for UCC/YCC only:

21. Is this course being proposed for Liberal Studies designation?

Yes No

If yes, forward this form along with the appropriate supporting documentation to the Liberal Studies Committee.

22. Is this course being proposed for Diversity designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the
Diversity Committee

Reviewed by Curriculum Process Associate Date

Approvals:

[Signature] 9/18/12
Department Chair/ Unit Head (if appropriate) Date

[Signature] 9/18/12
Chair of college curriculum committee Date

[Signature] 9/19/12
Dean of college Date

For Committee use only:

[Signature] Charles V. Balch 10.11.12
UCG/UGC/YCC Approval Date

Approved as submitted: Yes No Approved as modified: Yes No

Please attach proposed Syllabus in approved university format.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
NORTHERN ARIZONA UNIVERSITY DISTANCE LEARNING PROGRAM
BBA 413, eMARKETING

- I. **Catalog Description:** This course introduces strategies to provide customer value using information technologies such as websites, various communication devices, search engine optimization (SEO), customer relationship management (CRM), and social media. Social media platforms include blogs, social networks (such as Facebook and LinkedIn), and online communities (such as YouTube, Twitter and Second Life). These skills are essential to domestic and global marketing careers in the current economy.

- II. **Alignment with NAU Distance Learning Program and BBA degree objectives:** Content of this and all courses in the BBA will focus on the following:
 - A. Utilization of instructional tools with local & regional content to emphasize practical applicability of course to students' future job-related knowledge and skills.
 - B. Integration with real-world business practice by close collaboration with businesses in a variety of industries, especially those represented in the local and regional economy.
 - C. Developing students' professional oral and written communication skills.
 - D. Developing students' appreciation of the globalization of business practices and the interaction of the U.S. and international economies.

- III. **Prerequisites:**

BBA 305W and BBA 310

Justification: BBA 413 relies on students' communication skills and foundational marketing knowledge. The course work cannot be successfully completed without communication skills and foundational marketing knowledge.

- IV. **Course Learning Outcomes:** At the end of this course, students should be able to:
 - A. Understand the context of eMarketing: e-business models, performance metrics, and the role of strategic planning.
 - B. Describe how to use marketing functions (product, pricing, distribution, communication) for a company's eMarketing strategy.
 - C. Understand the functionality and business value of eMarketing.
 - D. Name and explain various models of technology adoption and their importance for eMarketing.
 - E. Successfully use the Internet for marketing activities.
 - F. Develop skills to use tools in the eMarketing space.
 - G. Apply effective communication skills, verbally and in writing.

- V. **Course Materials:** The materials for this class may include a textbook (or custom publishing) in eMarketing and/or social media, lecture notes, and assigned readings. Access to the Internet is also required.

- VI. **Teaching Methods:** The primary teaching methods for this course include class lectures and projects or application exercises (including homework problems) and may include discussions, group activities, video presentations, case analyses, individual and/or team projects. Coursework may also use both international and local/regional examples/case studies to expose students to real-world situations.

VII. Evaluation Tools: Evaluation of student performance will be conducted by means of examinations, homework assignments, case analyses, participation, quizzes, and/or projects including a social media project. Examples and case analyses based on local and regional businesses will be used to expose students to real-world situations and better prepare them business positions.

VIII. Course Content:

A. Course Topics:

1. Marketing: Past, Present and Future
2. Strategic eMarketing and Performance Metrics
3. The eMarketing Plan
4. Building Inclusive eMarkets
5. Ethical and Legal Issues
6. eMarketing Research
7. Consumer Behavior Online
8. Segmentation, Targeting, Differentiation and Positioning Strategies
9. The Online Offer
10. Price: The Online Value
11. The Internet for Distribution
12. eMarketing Communication Tools
13. Engaging Customers with Social Media
14. Buying Digital Media Space
15. Customer Relationship Management

B. Perspectives for Business Decisions:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	Yes
Ethical Issues	2	Yes
Political Issues		
Social Issues	2	Yes
Legal/Regulatory Issues	2	Yes
Environmental Issues		
Technology Issues	4	Yes
Demographic Diversity	1	Yes

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The instructor's chosen teaching methods and evaluation tools will influence the amount of time devoted to each of these skills