Standard Course Outline
Marketing 699

I. General Information

- Course number: MKTG 699
- Title: Capstone Project
- Units: 3
- Prerequisites: Graduate standing in the final 6 units of the program
- Course Coordinator: Reo Song
- SCO Prepared by:
- Date prepared/revised: September 2016

II. Catalog Description

A Capstone Project that requires students to integrate knowledge and technical skills learned throughout the program. Students will work in teams to develop a research project with a client company. Students will collect data, conduct analyses, and develop marketing recommendations for the client. A written project report and oral presentation are required. A grade of ‘B’ or better is required for successful completion. Letter grade only (A-F).

III. Curriculum Justification(s)

This curriculum aims at demonstrating the knowledge from all the courses in the entire program by applying it to a real-world project. The business world is complex and finding relevant solutions to important business problems will not be straightforward. By conducting a research project with a client company, students will be exposed to challenging issues and learn to tolerate ambiguity and uncertainty. This is a necessary process to prepare students for a successful career as a marketing manager.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- Analytical skill: Students will learn the various steps needed to obtain insights from customer data analysis. These steps include defining research questions, collecting and organizing customer data, developing a model, conducting appropriate analyses, and interpreting analytic results.
- Critical thinking: Student will develop the ability to critically analyze business situations, evaluate potential alternatives, and tackle the research problem
- Strategic thinking: Students will demonstrate how to gain insight from the analysis of data, assess competitive environment, and determine the most appropriate business strategy based on empirical evidence.
V. Outline of Subject Matter

Below are some examples of potential topics with clients:

1. Forecast sales of new and existing products
2. Estimate price elasticity and recommend pricing strategy
3. Segment the market and developing targeting strategy
4. Develop a positioning map and positioning strategy
5. Estimate the effect of advertising and promotion on sales
6. Design a conjoint study for new and existing products
7. Conduct web analytics and A/B testing

Methods of Instruction

A. INSTRUCTION MODE.

May refer to University policies Academic Technology and the Mode of Instruction (PS 03-11) and Course Syllabi and Standard Course Outlines (PS 11-07), for descriptions of modes of instruction and for guidelines for non-traditional modes of instruction.¹

- Traditional
- Hybrid
- Local Online
- Distance Education

B. CLASSROOM ACTIVITIES. (Optional but highly recommended for core courses)

The course should include the following components:

1. Discussion with client company
   - Define the management issue at hand
   - Obtain data from the client
   - Evaluate recommended action
2. Data analysis
   - Organize data
   - Develop a model
   - Conduct an analysis
   - Recommend a course action
3. Consult with faculty
4. Write a report and make a presentation to the client

C. EXTENT AND NATURE OF TECHNOLOGY USE. (Optional but highly recommended for core courses)

¹ The university policies listed are active as of 2017-2018 but may be subject to change in the future. For the most up-to-date policies, refer to the Academic Senate website’s Policy Statements.
The use of technology will depend on individual instructors, but may include BeachBoard, should include the development of familiarity with web resources specific to the course, and may include assignments that involve the evaluation of web materials on the subjects. Students may be made familiar, if they are not already, with relevant search databases in the library. Film and video may be used in the classroom.

VI. Information about Textbooks/Readings
There is no standardized textbook.

VII. Instructional Policies Requirements
A. Policy on Classroom Behavior
   o All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
   o Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
   o Talking and other disruptive behavior are not permitted while classes are in session.
   o Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
   o It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
   o See also Department of Marketing Classroom and Online Conduct Policies: www.csulb.edu/colleges/cba/marketing/classroom/.

B. Policy on Make-up Exams and Assignments
   o The instructor develops his or her own policy.

C. Policies on Withdrawal, Late Withdrawals, and Incompletes
   o The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

D. Academic Integrity
   o Students are expected to do original work for all assignments, including exams.
   o Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
   o Students are expected to adhere to CBA (www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/).

E. Campus Computer/Network Usage
Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all
computing resources provided by the University; some guidelines are more directly related to time-sharing systems, some to microcomputers and local area networks, and some to all systems.

VIII. Course Assessment and Grading (Optional but highly recommended for core courses)

A. GRADING POLICIES AND PROCEDURES.

Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See academic senate policy: (www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/

IX. Disabilities

Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

X. Assistive Technology

In compliance with Accessibility and Faculty Responsibility for the Selection of Instructional Materials (PS 08-11), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Bibliography (Optional)

XII. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors’ course materials as well as anonymous samples of student work.

XIII. Additional Resources for Development of Syllabi

• University policy Course Syllabi and Standard Course Outlines (PS 11-07)
• Academic Technology (ATS) Accessible Syllabus Template
• Faculty Center for Professional Development (FCPD) Sample Syllabus Template