

Standard Course Outline

MKTG 699 Capstone Project

I. General Information

- ♦ Course number: MKTG 699
- ♦ Title: Capstone Project
- ♦ Units: 3 credits
- ♦ Prerequisites: Graduate standing in the final 6 units of the program
- ♦ Course Coordinator: Reo Song
- ♦ Date prepared/revised: September 2016/October 2020

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

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

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:

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.

VII. Information about Textbooks/Readings

There is no standardized textbook.

VIII. Instructional Policies Requirements

A. Grading Policy:

- 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 of the final course grade.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- 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.
- 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.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

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 COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

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. 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.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)