University of Hawai'i
Code Request Form for Academic Programs
NEW OR MODIFIED SUBJECT CODE

Date: **February 4, 2022**

REQUESTOR CONTACT INFORMATION

Name	David Krupp	Campus	Windward CC
Title	Interim Dean of Academic Affairs, Division II	Email	kevinkm@hawaii.edu (KevinMorimatsu)
Office/Dept	Academic Affairs	Phone	(808)235-7495

■ **NEW SUBJECT CODE USE AT INSTITUTION**
☐ **MODIFY SUBJECT CODE USE AT INSTITUTION**

Institution	Windward CC	Effective Term Fall 2022

		Code (Max. Characters)	Description (30 characters max)	Check if requesting new code:
College	(2)	IN	Instructional	☐ See Banner form STVCOLL
Division	(4)	LBRT	Liberal Arts	☐ See Banner form STVDIVS
Department	(4)	MABU	Mathematics & Business	☐ See Banner form STVDEPT
Subject	(4)	MKT	Marketing	☐ See Banner form STVSUBJ

ATTACHMENTS

■ Memo with appropriate campus approval (i.e. Campus Curriculum Committee, Vice Chancellor for Academic Affairs, etc.)
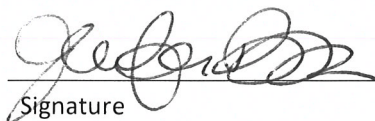
VERIFICATIONS

Registrar:

Farah Doiguchi	*[signature]*	D5 07.2022
Print Name	Signature	Date

Financial Aid Officer:

Jennifer Brown, Interim VCSA	*[signature]*	2/7/2022
Print Name	Signature	Date

For Community Colleges, verification of consultation with OVPCC Academic Affairs:

Della Teraoka		
Print Name	Signature	Date

UNIVERSITY of HAWAI'I®
WINDWARD
COMMUNITY COLLEGE

February 4, 2022

MEMORANDUM

TO: Della Teraoka
             Interim Director of Academic Programs

VIA: Charles Sasaki
             Vice Chancellor for Academic Affairs

FROM: David Krupp
             Interim Dean of Academic Affairs, Division II

SUBJECT: New Subject Code Request

The following has been approved effective Fall 2022:

<u>New Course</u>

MKT 120 – Principles of Marketing

45-720 Kea'ahala Road
Kāne'ohe, Hawai'i 96744
Telephone: (808) 235-7422
Fax: (808) 247-5362
www.windward.hawaii.edu

An Equal Opportunity/Affirmative Action Institution

MKT 120
Principles of Marketing
InWorkflow | Fall 2022

Proposal Information

Workflow Status

> Curriculum/Banner Support > Curriculum/Banner Support
Kevin Morimatsu - Review

Proposer

✔ Deacon Hanson (Creator)

✔ **Kevin Morimatsu (Submitter)**
Submitted 2-1-2022

(Curriculum/Banner Support) \\ Curriculum/Banner Support

✔ **Kevin Morimatsu**
Approved 2-1-2022
New Course proposal for MKT 120
unanimously approved by the Curriculum
Committee on January 25, 2022. Faculty
Senate approved on February 1, 2022.

Division (Division II) \\ Dean

✔ **Dave Krupp**
Approved 2-1-2022

(Administration) \\ VCAA

✔ **Charles Sasaki**
Approved 2-2-2022

(Administration) \\ Chancellor

✔ **Ardis Eschenberg**
Approved 2-2-2022

(Curriculum/Banner Support) \\ Curriculum/Banner Support

Kevin Morimatsu

Start Term

Fall 2022

Subject Code
MKT

Number ❷
120

Title
Principles of Marketing

Linked Institution Subject Codes

Institution	Course Code/Title
Hawai'i CC -	MKT 120 - Principles of Marketing
Kaua'i CC -	MKT 120 - Principles of Marketing
Leeward CC -	MKT 120 - Principles of Marketing
Maui College -	MKT 120 - Principles of Marketing

FastTrack

Use FastTrack approval process
Yes

P) Proposal Details

P.1) Proposer Name(s)
Deacon Hanson

P.2) Proposal Date
2021/10/15

P.3) Proposal Summary/Justification for the Change
Windward Community College is continuing to build business programs and pathways. MKT 120 is a general course in most business programs and pathways.

P.6.1) Stakeholders: Has your department been consulted about this proposal?
Yes

Date Consulted
2021/09/09

P.6.2) Stakeholders: Has your Dean been consulted about this proposal?
Yes

Date Consulted
2021/10/06

P.7) Other affected Departments/Programs/Campuses

Department/Program/Campus	Date Consulted

P.8) Will the course require additional staff, equipment, facilities and/or other costs?

1) General Information

1.1) Title
Principles of Marketing

1.2) (Banner) Title
Principles of Marketing

1.3) Description
Introduction to marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefit to both for-profit and non-profit organizations. Student will develop an understanding of the marketing process, analyze marketing opportunities and develop strategies to fulfill the needs of target markets.

1.4) Experimental Course

1.4.1) Unpublished

1.6) Crosslisted Course(s)

1.7) Previous Subject Code, Number, and Title

1.9) Credit Options
3

1.10) Contact Hours (lecture, laboratory, lecture/lab, studio, etc.)
3 hours lecture

1.11) Repeatability - Is this Course repeatable?

1.12) Maximum Number of Credits acceptable towards the AA Degree
Three (3)

1.13) Default Grading Options
Standard Letter A-F (L)

1.14) Catalog Requisite Information ❓
Prerequisites: Placement into ENG 100W
Recommended Prep: BUS 120

1.15) Prerequisites
- Placement in these courses:
  - **ENG100W - Composition I Writing Workshop (1)**

1.16) Corequisites

1.17) Recommended Preparation
Recommended Prep: BUS 120.

1.18) Department
Mathematics & Business

2) Content

2.1) Outcomes

Discuss marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefits to both for-profit and non-profit organizations.
Develop an understanding of the marketing process.
Conduct analysis of marketing opportunities.
Create marketing strategies to fulfill the needs of target markets.

2.2) What is the Connection between the Course SLOs and the College's General Education Outcomes?

Use written, visual, and oral communication to discover, develop, and communicate meaning, and to respond respectfully to the ideas of others in multiple environments.

Syllabus Information

2.3) Course Content: Topics May Include

Process of marketing products, services, and ideas to provide value and benefit to both for-profit and non-profit organizations. Understanding the marketing process. Analyzing marketing opportunities and developing strategies to fulfill the needs of target markets.

2.4) Overview of Assessments, Tasks, and Grading

Reading 20%
Homework 20%
Written Term Papers 20%
Exams 30%
Discussion 10%

2.5) Auxiliary Materials and Content

Textbook
Textbook companion resources

2.6) Required Additional Activities outside of class and class time

2.) Special Costs for the Student Connected to the Course

3) Delivery

3.1) Schedule Types
Lecture

3.2) Teaching Equivalencies (Workload)
3 credit hours

4) Designation and Articulation

4.1) Foundations Designation

Step 1: Degree(s)/Certificate(s) applicable   **Step 2: Designations**

AA-LBRT (General)

AA-LBRT-ART

AA-LBRT-THEA

AA-HWST

ASNS-BSC

ASNS-ENGR

ASNS-ICT

ASNS-PSC

                                                          ELECT

4.2) How, if at all, is the course appropriate for articulation with the UH Manoa general education core?
Please see: UH Gen Ed Criteria

4.3) List any similar classes taught at campuses in the UH System.
MKT 120 is taught at all CC campuses. (Except HonCC)

4.4) List any similar classes taught outside of the UH System.
MKT 3000 Marketing Foundations - CUNY
BUS 210 Principles of Marketing - Walla Walla Community College

4.5) How, if at all, is the course appropriate for articulation with other department or college requirements on another UH campus?

4.5.) Please attach any documents/memos supporting articulation

5) Course Dependencies

5.1) Dependencies
There are no dependencies

6) Attachments/Supporting Documents

7) Banner Data Elements (For Administrative Use Only)

7.1) Long Title

7.2) Transcript Title

7.3) Description

7.4) Effective Term

7.5) Status

7.6) College	**7.7) Division**	**7.8) Department**	**7.9) Approval Code**
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7.10a) CEU or Credit (Low)	**7.10b) CEU or Credit Options**	**7.10c) CEU or Credit (High)**
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7.11a) Billing (Low)	**7.11b) Billing Options**	**7.11c) Billing (High)**
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7.12a) Lecture (Low)	**7.12b) Lecture Options**	**7.12c) Lecture (High)**
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7.13a) Lab (Low)	**7.13b) Lab Options**	**7.13c) Lab (High)**
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7.14a) Other (Low)	**7.14b) Other Options**	**7.14c) Other (High)**
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7.15a) Contact (Low)	**7.15b) Contact Options**	**7.15c) Contact (High)**
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7.16) Repeatability

7.17a) Course Level

7.19a) Schedule Type

7.20) Grading Options

7.21) Default Grading Option Code

7.22) Catalog Requisite Information

Prerequisites: Placement into ENG 100W
Recommended Prep: BUS 120

7.23) Catalog Requisite Dependencies

7.24) Prerequisites

None

7.25) Corequisites

7.26) Equivalent Course(s)

Course	Start Term	End Term

7.27) Degree Attribute

7.28) Scabase End term

Banner Integration Flag

Banner Integration Results

Course Fees

Fee Code Detail	Fee Code Amount

Institutional Reporting Code

Course Text

Course Text

Course URL

Integration Partner Codes

Course Objectives

Learning Objectives

Banner Integration

Banner Integration Flag

Banner Integration Results

Admin Only

P.2) Internal Proposal Date

P.10) Proposer Notes

1.12) Activities
Semester Type
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Activity Type	Hours/Week	Credit Ratio	Contact Hours	Credits
Lecture		1:1	0	0
Lab		1:3	0	0
Studio		1:2	0	0
Other		:	0	0
	0		0	0

2.3) GE Start Term   **2.4) GE End Term**