

# **Course Changes**

**Texas A&M University**  
**Departmental Request for a Change in Course**  
**Undergraduate ♦ Graduate ♦ Professional**  
 • Submit original form and attachments •

**RECEIVED**

FEB 17 2015

GRADUATE STUDIES

Form Instructions

1. Course request type:  Undergraduate  Graduate  First Professional (DDS, M.D., J.D., Pharm.D., DVM)
2. Request submitted by (Department or Program Name): Department of Marketing
3. Course prefix, number and complete title of course: MKTG 670 Marketing Leadership
4. Change requested
 

*Attach a brief supporting statement for changes made to items 4a thru 4d, and 10 below.*

  - a. Prerequisite(s): From: \_\_\_\_\_ To: \_\_\_\_\_
  - b. Withdrawal (reason): \_\_\_\_\_
  - c. Cross-list with: \_\_\_\_\_
  - d. Change in course title and description. Enter complete current course title and current course description in item 9; enter proposed course title and proposed course description in item 10. Complete item 11a and b for a change in title.
  - e. Change in course number, contact hours (lab & lecture), and semester credit hours. Complete item 11a and b. **Attach a course syllabus.**
5. Is this an existing core curriculum course?  Yes  No
6. If grade type is changing for existing course, indicate the new grade type:  Grade  S/U  P/F (CI,MD)
7. If this course will be stacked, please indicate the course number of the stacked course: \_\_\_\_\_  
 I verify that I have reviewed the FAQ for *Export Control Basics for Distance Education* (<http://vpr.tamu.edu/resources/export-controls/export-controls-basics-for-distance-education>).
9. Complete current course title and current catalog course description: MKTG 670 Marketing Leadership. Credit 1.

10. Complete proposed course title and proposed catalog course description (not to exceed 50 words): MKTG 670 Marketing Leadership. Credit 1 to 3.

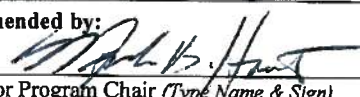



11. a. As currently in course inventory:

Prefix	Course #	Title (excluding punctuation)										
MKTG	670	MARKETING LEADERSHIP										
Lect.	Lab	Other	SCH	CIP and Fund Code	Admin. Unit	FICE Code					Level	
1.00	0.00		1.00	5214010016	1830	0	0	3	6	3	2	6

b. Change to:

Prefix	Course #	Title (excluding punctuation)												
MKTG	670	MARKETING LEADERSHIP												
Lect.	Lab	Other	SCH	CIP and Fund Code	Admin. Unit	Acad. Year			FICE Code					
3.00	0.00		3.00	5214010016	1830	15	-	16	0	0	3	6	3	2

Approval recommended by:

Mark B. Houston Department Head or Program Chair (Type Name & Sign)	 Date	 Chair, College Review Committee	10/15/15 Date	 Dean of College	10/16/14 Date
Submitted to Coordinating Board by:	 Chair, GC or UCC	3-24-15 Date	Associate Director, Curricular Services	Date	Effective Date

## **MKTG 670 – Marketing Leadership**

Semester: Fall 2015 (1-3 hours credit)  
Prerequisite: MS-Marketing Program  
Class Meeting Time: Normally TTH 11:10-12:25 but other times as scheduled  
Classroom: Wehner 154 and Cocanougher Center  
Instructor: Dr. Stephen McDaniel, Professor of Marketing  
Email: [s-mcdaniel@tamu.edu](mailto:s-mcdaniel@tamu.edu) Tel: (979) 845-5801

### **Course Description**

Seminar on the application of marketing concepts and theories through guest lectures by and discussions with marketing thought leaders in business and academia.

### **Course Objectives**

1. For students to be able to further develop their marketing leadership skills.
2. For students to have the opportunity to interact with top marketing leaders in the business world.
3. For students to have the opportunity to hear first-hand the strategic marketing issues being faced by marketing decision-makers.
4. For students to be able to ask questions and dialogue with marketing leaders.
5. For students to summarize their lessons learned from each marketing leader into a notebook for future reference in their coursework and marketing careers.

### **Course Requirements**

1. *Attendance at all presentations by guest speakers and other related functions.* A total of ten class sessions will be held in which marketing leaders from the business world and academia will be invited to address the class. Students are expected to attend each presentation, be on-time (preferably early), and stay for the duration of the class.
2. *Dress requirements.* Students will wear, at a minimum, business casual to all presentations. No jeans, t-shirts, etc.
3. *Classroom requirements.* Students should always have their name plates on their desk and observe the Wehner classroom policy of no food or drink (except water) in the classroom (except for the Cocanougher Center where food and drink are permitted).
4. *Participation requirements.* Students are expected to appropriately participate in the presentations and guest speaker visits. This will include the asking of appropriate questions during/after the presentation, attendance at social events associated with the guest speaker's campus visit, etc. In most cases there will be a luncheon to give you an opportunity to visit more with the guest speaker and ask him/her additional questions. There may also be other opportunities to interact with the guest speaker.

5. *One-page Summaries.* Students will take notes of each session and turn in to the Instructor, within a week of the presentation, a one page summary of the session (Double-spaced, 1" margins, 12 point Times New Roman or equivalent font). One-half page will be a summary of the main points made by the speaker. The other half-page will be a creative assessment/application to your career of something the speaker touched on. Use business writing style – short sentences, bullet points, numbered key points. Please - no misspelled words, run-on sentences, or other grammar/sentence construction errors. (Run-on sentences are my pet peeve!)
  
6. *Compilation of Summaries in Notebook.* At the end of the spring semester, students will turn in a notebook that contains all the one-page summaries from both the fall and spring (so be sure to keep a copy of each summary). Students will also provide a two-page overview of the fall and spring semesters, highlighting 5 main takeaways from the year.

#### **Grading**

Class Attendance and Participation	10 percent
One-page Summaries	<u>90 percent</u>
Total	100 percent

#### **Americans with Disabilities Act (ADA) Policy Statement**

The Americans with Disabilities Act (ADA) is a federal antidiscrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room B118 of Cain Hall or call 845-1637.

#### **Aggie Honor Code**

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment to the Aggie Honor Code on all work in this course. For this course, this will include doing individual work only on the one-page summaries and course notebook. For additional information please visit:

<http://student-rules.tamu.edu/aggiecode>

## Fall 2015 Class Schedule for MKTG 670 Marketing Leadership

Date	Speaker	Position/Company	Topic	Time/Venue
Tues. Sept. 1	Jessica Newcomb	Assistant Director, Graduate Business Career Services	"Dealing Professionally with Company Representatives"	11:10-12:25 Presentation 12:30-1:00 Lunch Cocanougher Ctr.
Tues. Sept. 8	Justin Cade Holly Herrera Kathy Leonard David Paradis	Commercial Manager/BP Analyst/Alvarez & Marsal President/Freeman+Leonard Global VP of Sales & Marketing/Weir SPM	"The Importance of Establishing Your Personal Brand"	11:10-12:25 Presentation 12:30-1:30 Lunch Cocanougher Ctr.
Tues. Sept. 15*	Dr. Paul Busch	Professor of Marketing Mays Business School	"StrengthsQuest"	11:10-12:25 Presentation Room 154 No lunch
Thur. Sept. 17	Charlie Adams Jeff Borgan Meagan Ranallo Tasha Proske	Sr. Mgr., Assurance & Advisory Services/PwC Sr. V.P./Curtiss Wright Flow Control Consultant/Alvarez & Marsal Director of University Relations/Anadarko Petroleum	"What I Know Now That I Wish I'd Known As a Student"	11:10-12:25 Panel Discussion 12:30-1:30 Lunch Cocanougher Ctr.
Mon. Sept. 21	Special guests	Wardrobe Consultants	"Dress for Success"	7:00-9:00 PM Cocanougher Ctr.
Thur. Sept. 24	Tami Cannizzaro Missy Douthit Chris Miller Sterling Hayman	Consultant/Cannizzaro Consulting Founder-Principal/Douthit Consulting Dir. of Media, Promotions & Planning/Golfsmith, Int'l. Partner/Huck Creative	"The Biggest Mistake(s) I've Made in My Professional Career"	11:10-12:25 Panel Discussion 12:30-1:30 Lunch Cocanougher Ctr.
Tues. Sept. 29	Yvonne Bourquin Lauren Engebretson Steve Moore Kelly Stallings	Consumer and Commercial Client Mktg. Mgr./AMD Product Mktg. Mgr., ISS Modular Systems/HP Vice Chancellor-Mktg. Comm./Texas A&M U. System Business Solutions Mgr./Waste Management Inc.	"The Best Advice I Ever Got"	11:10-12:25 Panel Discussion 12:30-1:30 Lunch Cocanougher Ctr.
Tues. Oct. 8*	Dr. Paul Busch	Professor of Marketing Mays Business School	"StrengthsQuest Affirmation Paper"	11:10-12:25 Presentation 12:30-1:30 Lunch Cocanougher Ctr.
Tues. Oct. 13	Mr. Curt Tueffert	Vice President, Sales Development DXP Enterprises	"Managing Different Personality Types"	11:10-12:25 Presentation 12:30-1:30 Lunch Cocanougher Ctr.
Tues. Oct. 20	Panel	Panel Discussion by Former Students at Alvarez & Marsal	"Excelling in the Consulting Field"	11:10-12:25 Presentation 12:30-1:30 Lunch Cocanougher Ctr.

\* For the Sept. 15 and Oct. 6 StrengthsQuest Sessions with Dr. Busch, instead of turning in your normal one page summary/application, you will just do the assignments given by Dr. Busch.