PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: MKTG 290 - Culture and Influence in Business Relationships

Initiating Individual: Patrick Bishop  Initiating Department or Unit: Marketing

Contact Person's Name: Patrick Bishop  Email: patrickbishop@ferris.edu  Phone: 231-591-3151

- Group I-A – New Degree, major, concentration, minor, or redirection of a current offering
- Group I-B – Deletion of a degree, major, concentration, or minor
- Group II-A – New Course, modification of a course, deletion of a course
- Group II-B – Minor Curriculum Clean-up
- Group III – Certificate (College Credit) Non-credit New Certificate
- Group IV – Other site location (College Credit) Non-credit

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* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale.

** Number Count must be given for all members present and/or voting.

To be completed by Academic Affairs  Date of Implementation: 201601

President (Date Approved)  Board of Trustees (Date Approved)  Academic Officers of MI (Date Approved)
1. Proposal Summary: (Summary is generally less than one page. Briefly state what is proposed with a summary of rationale and highlights)
This proposal is for the creation of a MKTG 290 course on the topic of influence and culture in business relationships. It will be taught as a five-week study abroad class in Rome, Italy (summer 2016). It will be offered as a three-credit course taken through Ferris State University, but offered through our partnership with John Cabot University. The class will meet three times at Ferris to establish the context of the region and study the culture, history, economy, geography and language of Italy. Once in Italy, we will explore a multitude of influence strategies used in business. Students will examine these theories and analyze them in relation to the cultures of Italy and the U.S. Experiential fieldwork, including participation, reflection, analysis and presentation, will also be a requirement of the course.

2. Summary of Curricular Action (Check all that apply to this proposal)
- Degree
- Major
- Minor
- Concentration
- Certificate
- Course
- New
- Modification
- Deletion

Name of Degree, Major, etc.: Click here to enter text.

3. Summary of All Course Action Required: Click here to enter text.

A. Newly Created Courses to be Added to the Catalog
   Prefix
   Number
   Title

B. Courses to be Deleted from FSU Catalog
   Prefix
   Number
   Title

C. Existing Courses to be Modified
   Prefix
   Number
   Title
   MKTG 290
   Special Topics In Marketing

D. Addition of existing FSU courses to program
   Prefix
   Number
   Title

E. Removal of existing FSU courses from program
   Prefix
   Number
   Title

4. Summary of All Consultations
   Form Sent (B or C)
   Date Sent
   Responding Department
   Date Received & By Whom

   Click here to enter text.
   Click here to enter text.
   Click here to enter text.
   Click here to enter text.

5. Will External Accreditation be sought? (For new programs or certificates only)
   - Yes
   - No
   If yes, name the organization involved with accreditation for this program. Click here to enter text.

6. Is a PCAF required?  - Yes  - No
   Is the PCAF approved?  - Yes  - No  (If yes, supply link on Academic Affairs website where PCAF is posted.)

7. Program Checksheets affected by this proposal (Check all that apply to this proposal)
   - Add Course
   - Delete Course
   - Modify Course
   - Change Prerequisite
   - Move from elective to required
   - Change Outcomes and Assessment Plan
   - Change Credit hours

8. List all Checksheets affected by this proposal:
   No Checksheets Affected.

   College
   Department
   Program
   Click here to enter text.
   Click here to enter text.
   Click here to enter text.
Complete all items below (New or Current) Current
Check all boxes where modifications are being made.

Course Identification

☐ Prefix (current) MKTG ☐ Number (current) 290 Contact Hours (current): 0
Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank above.]

☐ Prefix (proposed) MKTG ☐ Number (proposed) 290 Contact Hours (proposed): 45
Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank above.]

☐ Title (current): Special Topics in MKTG
☐ Title (proposed): Culture and Influence In Business Relationships

☐ Credit Hours (current): 3 ☐ Prerequisites (current): Click here to enter text. ☐ Co-requisites (current): Click here to enter text.
☐ Credit Hours (proposed): 3 ☐ Prerequisites (proposed): Click here to enter text. ☐ Co-requisites (proposed): Click here to enter text.

Course Description (current) 125 words maximum: This course covers various topics taught by diverse faculty and may not be offered every semester.

Course Description (proposed) 125 words maximum: In this age of globalization, the ability to interpret, affect and influence opinions and behavior across cultural borders is a requirement to achieve international success. This course will explore the interplay between culture and influence as it relates to professional relationships inside-and-out of the business environment in both the United States and (Italy, Summer 2016). The course starts in Big Rapids with an in-depth look at the particular culture of (Italy), where the majority of this course will take place. Once in (Italy), students will embark on a five-week immersion into the (Italian) culture. Through coursework, experiential activities, and fieldwork, students will examine the use of influence strategies in (Italy), comparing and contrasting them to common practices in the United States.

Course Outcomes and Assessment Plan (current): Click here to enter text.

Course Outcomes and Assessment Plan (proposed):

Learning Outcomes:

Students completing this course will be expected to:
1. Demonstrate an understanding of the (Italian) geography, economy, history & language
2. Demonstrate an in-depth understanding of the (Italian) culture
3. Reflect, analyze, and write on the interplay between culture and influence in (Italy) and the United States, considering their similarities and differences
4. Analyze and demonstrate a broad understanding of several influence theories across cultural lines
5. Reflect upon and demonstrate significant insight and understanding from immersion in another country

Student Assessment:

Students will have an opportunity to accumulate up to 1,000 total points as follows:

Written Report on Culture 100
Presentation on Culture 100
Reflection Papers (3) 300 (100 points each)
Final Presentation 200
Final Report 100
Course Outline including Time Allocation (current): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

Course Outline including Time Allocation (proposed): Click here to enter text.

FSU, Mondays = Feb. 29, April 4, May 2, 6-8 p.m. = 6 Contact Hours
JCU, MTWTH; July 4-28; 9:00 to 11:45 a.m. = 40 Contact Hours

Course Schedule:  
FSU, Big Rapids, Michigan  
Day 1: Italy; History & Geography  
Day 2: Italy; Economics, Culture & Language  
Day 3: Italy; When in Rome (context of immersion)  
Day 4: Welcome: Overview (intros-expectations; Review Days 1-3)  
JCU, Rome, Italy  
Day 5: Intro to Theory (Methods-Application) & Culture Presentations  
Day 6: Influence Strategies in Business: Human Behavior  
Day 7: Influence Strategies in Business: Human Behavior  
Day 8: Influence Strategies in Business: Communication  
Day 9: Influence Strategies in Business: Communication  
Day 10: Influence Strategies in Business: Communication (nonverbal)  
Day 11: Fieldwork: Visit to the Vatican  
Day 12: Influence Strategies in Business: Marketing  
Day 13: Influence Strategies in Business: Advertising  
Day 14: Influence Strategies in Business: Public Relations  
Day 15: Fieldwork: Visit to Commerce (i.e. Winery or Fashion)  
Day 16: Influence Strategies in Business: Leadership  
Day 17: Influence Strategies in Business: Leadership  
Day 18: Influence Strategies in Business: Personal Motivation  
Day 19: Final Project Presentations  
Day 20: Experiential Immersion (not counted in contact hours)  
Day 21: Experiential Immersion (not counted in contact hours)  
Day 22: Experiential immersion (not counted in contact hours)  
Day 23: Final Paper Due

Note: Content / schedule may change per the professor's discretion

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)
MODIFY A COURSE – Course Data Entry Form

I. ACTION TO BE TAKEN: MODIFY A COURSE

Desired Term Effective: 201601
Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. COURSE TO BE MODIFIED:

A. Course Prefix: MKTG  
B. Number: 290
C. Course Title: Special Topics in MKTG

LIST THE LETTER(S) OF ALL CHANGES FROM SECTION III BELOW: Click here to enter text. See Appendix E Instructions for Completing Forms.

III. MODIFICATIONS

A. Course Prefix: MKTG  
B. Number: 290
C. Contact Hours: 45  
   Lecture  
   Lab  
   Seminar  
   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E]
D. Practicum  
   Independent Study  
   [Check Box as appropriate. See Definitions in Appendix E]
E. Course Title: Culture and Influence in Business  
   [Limit to 30 characters including punctuation and spaces]
F. College Code: BU  
   G. Department Code: MKTG  
   H. Credit Hours: Variable  
   Fixed
I. Minimum Credit Hours: 3  
   J. Maximum Credit Hours: 3  
   [Enter number is space.]
K. Hours May be Repeated for Extra Credit: Yes  
   No  
   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.
L. Levels: Undergraduate  
   Graduate  
   Professional  
M. Grade Method: Normal Grading  
   Credit/No Credit (Pass/Fail)  
N. Does proposed new course replace an equivalent course? Yes  
   No
O. Equivalent Course: Prefix: Click here to enter text.  
   Number: Click here to enter text.
P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this age of globalization, the ability to interpret, affect and influence opinions and behavior across cultural borders is a requirement to achieve international success. This course will explore the interplay between culture and influence as it relates to professional relationships inside-and-out of the business environment in both the United States and (Italy, Summer 2016). The course starts in Big Rapids with an in-depth look at the particular culture of (Italy), where the majority of this course will take place. Once in (Italy), students will embark on a five-week immersion into the (Italian) culture. Through coursework, experiential activities, and fieldwork, students will examine the use of influence strategies in (Italy), comparing and contrasting them to common practices in the United States.

Q. Term Offered: 201601  
R. Max Section Enrollment: 20  
Lecture:  
Lab:
S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.
T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: Standards & Measures Coding and General Education Code

Basic Skill (BS)  
General Education  
Occupational Education  
G E Codes: Click here to enter text.

UCC Chair Signature/Date  

Academic Affairs Approval Signature/Date  

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: Sacocke  
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SCARRES  
SCAPREQ  