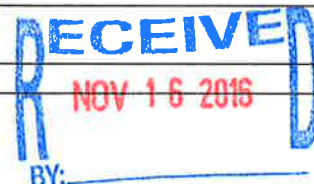


**ORIGINATOR'S SECTION:**

<b>1. College:</b>  X CoBA	<b>Desired Term and Year of Implementation (e.g., Fall 2008):</b>  Summer 2017													
<b>2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*)</b> XNo														
<b>3. Course will be a variable-topics (generic) course?</b> X No ("generic" is a placeholder for topics)														
<b>4. Course abbreviation and Number:*</b> BA643														
<b>5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)</b> <u>Consumer and Customer Insight</u>														
<b>6. Abbreviated Title for PeopleSoft:</b> (no more than 25 characters, including spaces) Customer Insight														
<b>7. Number of Units:</b> 3														
<b>8. Catalog Description:</b> (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does <u>not</u> count toward the 80-word limit.)  Introduces contemporary methods for generating consumer and customer insight for decision making. Applies popular techniques used to collect and analyze information. These include attitude measurement, questionnaire design, online survey methods, online focus groups and online experimentation. SPSS software used consumer and customer insight research and analysis.														
<b>9. Why is this course being proposed?</b>  This course is designed to equip MBA students with the methods and tools managers use for making business decisions. These skills are vital to for successful completion of Masters Thesis Projects.														
<b>10. Mode of Instruction*</b> For definitions of the Course Classification Numbers: <a href="http://www.csusm.edu/academic_programs/curriculum/schedule/catalog/curricula/DOCUMENTS/Curricular_Forms_Table/Instructional%20Mode%20Conventions.pdf">http://www.csusm.edu/academic_programs/curriculum/schedule/catalog/curricula/DOCUMENTS/Curricular_Forms_Table/Instructional%20Mode%20Conventions.pdf</a> <table border="1" style="float: right; width: 300px; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Type of Instruction</th> <th style="text-align: left;">Number of Credit Units</th> <th style="text-align: left;">Instructional Mode (Course Classification Number)</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>X3</td> <td>C2</td> </tr> <tr> <td>Activity</td> <td></td> <td></td> </tr> <tr> <td>Lab</td> <td></td> <td></td> </tr> </tbody> </table>			Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)	Lecture	X3	C2	Activity			Lab		
Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)												
Lecture	X3	C2												
Activity														
Lab														
<b>11. Grading Method:*</b> X Normal (N) (Allows Letter Grade +/-, and Credit/No Credit) <input type="checkbox"/> Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress) <input type="checkbox"/> Credit/No Credit Only (C) <input type="checkbox"/> Credit/No Credit or Report-in-Progress Only (CP)														
<b>12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.</b>														
<b>13. Course Requires Consent for Enrollment?</b> XNo  <input type="checkbox"/> Faculty <input type="checkbox"/> Credential Analyst <input type="checkbox"/> Dean <input type="checkbox"/> Program/Department - Director/Chair														
<b>14. Course Can be Taken for Credit More than Once?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, how many times? (including first offering)														
<b>15. Is Course Crosslisted:</b> XNo  If yes, indicate which course and check "yes" in item #22 below.														
<b>16. Prerequisite(s)</b> X No														
<b>17. Corequisite(s):</b> X No														

\* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.



## 18. Documentation attached:

X Syllabus ☐ Detailed Course Outline

## 19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:\*

## 20. How often will this course be offered once established?\* Every summer

## PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:

(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? ~~No~~ Yes

If yes, please specify: FEMBA elective

22. Does this course impact other discipline(s)? (If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.) ☐ Yes ☒ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline	_____	_____	_____	_____
	Signature	Date	Support	Oppose

Discipline	_____	_____	_____	_____
	Signature	Date	Support	Oppose

## SIGNATURES : (COLLEGE LEVEL):

Glen Brodowsky

1. Originator (please print or type name) \_\_\_\_\_ Date 11/1/16

2. Program Director/Chair \_\_\_\_\_ Date 11-15-16

3. College Curriculum Committee \_\_\_\_\_ Date 11/15/16

4. College Dean (or Designee) \_\_\_\_\_ Date

## (UNIVERSITY LEVEL)

5. UCC Committee Chair \_\_\_\_\_ Date

6. Vice President for Academic Affairs (or Designee) \_\_\_\_\_ Date

7. President (or Designee) \_\_\_\_\_ Date

# Consumer and Customer Insight

## SYLLABUS

Don Sciglimpaglia Ph.D.

[dsciglim@csusm.edu](mailto:dsciglim@csusm.edu)

**Description:** This course is designed to introduce students to many of the contemporary methods used for generating consumer and customer insight for decision making. In this respect, consumer and customer insight research serves a single purpose - that of providing information to assist managers and professionals to make better decisions. The course will cover a variety of popular techniques used in the collection and analysis of research information and, within the constraints of the course, will allow students to develop their proficiency in their use and interpretation. Some of these include attitude measurement, questionnaire design, online survey methods, online focus groups and online experimentation. The course will introduce and use SPSS, which is the industry standard software system for consumer and customer insight research and analysis. A practical and applied approach is adopted throughout this course. A good portion of the learning in this course comes from "hands on" applications. Students will be actively involved in conducting their own research project in the course.

**Learning Objectives:** Students completing this course will be able to:

1. Understand the role of contemporary methods used in consumer and customer insight research and study emerging trends
2. Gain perspective and practice in applying these techniques and interpreting findings
3. Understand techniques commonly used in consumer and customer insight research
4. Distinguish between managerial and research questions
5. Select approaches to solve research questions.
6. Conduct secondary research
7. Design questionnaire instruments
8. Perform data analysis using SPSS
9. Structure formal research reports and presentations
10. Develop, design and execute an actual consumer and customer insight research project

**Text:** Clow, Kenneth E. and Karen E. James. Essentials of Marketing Research: Putting Research into Practice, Sage Publications 2014

**Format:** Class sessions will consist of lectures and in-class activities.

**Assignments:** Students will be required to complete a set of homework assignments. They include:

- |                                      |           |
|--------------------------------------|-----------|
| 1. Managerial vs. Research Questions | 20 Points |
| 2. Secondary Data Research           | 20 Points |
| 3. Qualitative Research              | 20 points |
| 4. Questionnaire Design              | 20 Points |
| 5. Data Analysis                     | 20 Points |

**Final Exam:** There will be an in-class exam worth 100 Points

**Grading Scale:** Out of 200 Points

>187	A
180-186	A-
175-179	B+
166-174	B
160-165	B-
150-159	C +
140-149	C
< 140	D

### Tentative Schedule of Topics

Session	Topic(S)	Chapter
<b>1</b>	The Role of Marketing Research The Marketing Research Process	<b>1 and 2</b>
<b>2</b>	Secondary Research	<b>3</b>
<b>3</b>	Qualitative Research	<b>4 and 5</b>
<b>4</b>	Survey Research	<b>7</b>
<b>5</b>	Sampling Procedures Measurement	<b>8 and 9</b>
<b>6</b>	Attitude Scales Questionnaire Design	<b>10 and 11</b>
<b>7</b>	Fundamental Data Analysis	<b>12</b>
<b>8</b>	Analysis of Differences and Regression	<b>13</b>
<b>9</b>	Research Reports and Presentations	<b>14</b>
<b>10</b>	Final Exam	

**Note:** All California State University Policies will be strictly adhered to in this course.

**Academic Honesty:** Please consult the policy online at:

[http://www.csusm.edu/policies/active/documents/Academic\\_Honesty\\_Policy.html](http://www.csusm.edu/policies/active/documents/Academic_Honesty_Policy.html)

**Students in need of accommodations** should contact disabled student services at

<http://www.csusm.edu/dss/>

## **MASTER OF BUSINESS ADMINISTRATION**

### **Philosophy**

The fundamental mission of the College of Business Administration is to educate the leaders of tomorrow's business and non-profit organizations. The objective of our MBA program is to provide our graduates with the skills and knowledge essential for management and leadership in 21st century organizations. We use a variety of pedagogical techniques in the classroom to facilitate learning. Our curriculum integrates traditional business disciplines and recognizes the importance of both theory and practice. The program emphasizes skills and values that are essential to effective leadership, including:

- Ethics
- Communication
- Teamwork
- Global and Environmentally Conscious Viewpoint
- Use of Technology
- Problem Recognition and Solving

The program makes use of information technologies in the delivery of the program and requires that students develop a significant level of proficiency in the application of technology. Information literacy and library research skills are salient in the dynamic world of global business and are emphasized in the program. The curriculum stresses the importance of good communication skills for successful management; thus written and oral presentations are part of every course.

### **Student Learning Outcomes**

Graduates of this program will be able to:

#### **Knowledge**

- Demonstrate knowledge of core business concepts, models, and theories.
- Select the proper tactical tools, theories and methodologies to use for approaching solutions to strategic problems.

#### **Skills**

- Apply knowledge of tactical tools, theories, and methodologies in solving business problems through rigorous case studies and projects.
- Analyze quantitative and qualitative data to critical argument and decisions.
- Present data-driven decisions through effective oral and written communication.

**Behaviors**

- Demonstrate the ability to work collaboratively in team projects as participants and as leaders.
- Identify potential areas of ethical conflicts and offer solutions to them.
- Evaluate the ramifications of strategic decisions in a global context.

**Master of Business Administration, Fully Employed:****Description of the Program**

The Master of Business Administration is designed for the employed student who has several years of work experience as a professional and is either preparing to enter management or has moderate management experience.

**Program Schedule**

The program is designed for working professionals in a cohort format. Groups of 25-40 students take courses in a predetermined sequence. The full Master's Program can be completed in 18 months. Students attend a Summer-Fall-Spring-Summer-Fall sequence.

**Admission Requirements**

1. A GMAT score of 500 or above, with a minimum 30th percentile score in the Verbal section, a minimum 30th percentile score in the Quantitative section, and a 4.0 score in the Analytical Writing section.
2. A Grade Point Average (GPA) of "B" (3.0) or better in the last 60 graded semester units, from a WASC-equivalent university. Only regular courses from four-year colleges and/or universities will be used in calculating an applicant's GPA—no extension courses or community college courses will be included.
3. The Work Experience requirement is at least three years of full time, professionally relevant work experience.

The primary data for assessment includes the following required items:

- Transcripts from all colleges and universities previously attended.
- The Graduate Management Aptitude Test (GMAT), taken within the last 5 years.
- Resume documenting at least 3 years of professionally relevant work experience.

- Two essays, one discussing the anticipated rewards and challenges of attending the program, and the other outlining your past achievements as an indicator of your potential for a successful management career.
- Three letters of recommendations.

The admissions committee will also evaluate the applicant's skills in quantitative methods (including basic calculus), communication, and computer applications. Where deficiencies are identified, the applicant may be required to complete equivalent courses or workshops.

### **Master's Student Graduate Writing Assessment Requirement**

Students need to fulfill the Master's Student Graduate Writing Assessment Requirement before advancing to candidacy. Please refer to page 101 for more information regarding this requirement.

### **Advancement to candidacy**

In order to be considered for advancement, FEMBA students must be in good standing with an overall graduate GPA of at least 3.0, have fulfilled the master's student Graduate Writing Assessment Requirement, and have no more than 11 units (including BA 650, BA 671, BA 673 and BA 680) remaining towards the completion of the FEMBA program.

### **Graduation Requirements**

Completion of the MBA degree requires: (1) an overall GPA of at least 3.0 (B average) in all coursework within the program, (2) a minimum grade of 2.0 (C) in each course, (3) fulfillment of the master's student Graduate Writing Assessment Requirement, (4) advancement to candidacy and (5) fulfillment of the master's project culminating experience requirement.

The program requires a total of 41 units.

Core Courses (35 units):

BA 611 (3 units)  
BA 615 (3 units)  
BA 616 (3 units)  
BA 617 (3 units)  
BA 621 (3 units)  
BA 625 (3 units)  
BA 626 (3 units)

## Catalog Copy

BA 630 (3 units)

BA 635 (3 units)

BA 645 (3 units)

BA 650 (3 units)

BA 671 (1 unit)

BA 673 (1 unit)

Elective (3 units) – select at least 3 units below:

BA 600 (3 units)

BA 643 (3 units)

BA 649 (3 units)

BA 690 (1-4 units)

GBM 685 (4 units)

Final Project (3 units):

BA 680 (3 units)