



Memorandum

To: Marketing Professionals

From: Debbie Coleman, MBA, Miami University
Thomas Deckelman, MBA, Owens Community College
Faculty Co-Leads, Principles of Marketing Revision Panel

Re: Updates to the Principles of Marketing Transfer Assurance Guide (TAG) Course Learning Outcomes and Body of Knowledge

Date: December 12, 2016

Background

In early fall term of 2016, the Ohio Articulation and Transfer Network (OATN) contacted both of us regarding the currency of the Principle of Marketing Management Transfer Assurance Guide (TAG) course criteria. Tom is a long serving member of the Business TAG Review Panel. Debbie joined the TAG revision panel after she was nominated by her institution in August. Recently having consulted and met with our statewide faculty revision panel of twelve members representing two- and four-year public colleges and universities, the Panel recommended that the learning outcomes and body of knowledge for the Principles of Marketing Management (OBU006) be updated.

As a result of the call and subsequent correspondence among the panel members, the Panel recently finalized its revision recommendations. Please share this memo and the attachment with appropriate faculty and administrators at your institution who manage/teach your Principles of Marketing TAG course.

Updates

In the attached, you will find the revised TAG criteria for the Principles of Marketing (OBU006). As you may have noticed, the Panel decided to drop the word "Management" from the TAG course title in order not to confuse with a new Business TAG course in Management and Organizational Behavior. Basically, the faculty panel's changes to the TAG course outcomes and body of knowledge centered on a few goals:

1. To determine their relevancy with current marketing theory and concepts and suggest changes or additions if appropriate, and
2. To clarify the original spirit of the TAG course learning outcomes and body of knowledge topics.

To summarize, the Panel made only minor, clarifying changes to the outcomes and body of knowledge as follows:

1. Under the third student learning outcome, the word “skills” were replaced with “awareness” to read “**Quantitative and qualitative analytical awareness.**”
2. Under the fourth student learning outcome, the word “skills” reworded as “**Recognition of the importance of creative and critical thinking and written and oral communication in the marketing profession.**” In the same learning outcome, **ethical reasoning** was removed from the learning outcomes as it is already addressed as an essential body of knowledge topic to avoid redundancy.
3. Under the “**Customer-driven marketing concept and activities,**” “Concepts of strategic planning” is now a required/essential topic to reflect the importance of this concept.
2. Under the “**Analysis of external environments,**” the sub-topic “Diversity in demographic and cultural” under Social/Cultural was removed.
3. Under “**Ethical reasoning and social responsibility,**” the list of topics is now spelled out including the “ethical decision making”.
4. Under the “**Management of product and service offerings,**” two concepts are now listed separately but still essential as “Management of product offerings” and the “Management of services” to reflect the growing interest and unique characteristics of services.
5. Under the “**Management of integrated marketing communications,**” “digital marketing” was added to address the growing popularity of social media and other types of electronic marketing.

Implication to Your TAG Courses

Because the spirit of the previous learning outcomes and body of knowledge continues to be implemented for the OBU006 TAG course but better defined in the updated criteria, the Statewide Faculty Panel members recommended that institutions with a course already approved for this TAG course not be required to resubmit for additional validation. The updated learning outcomes will be used for any new submissions beginning winter 2017 TAG review cycle, which will begin on January 23, 2017. However, the Panel suggested that the Review Panel consider revalidation of TAG approved courses every 10 years. The OATN staff will touch base with the Review Panel when an appropriate validation period approaches.

We wish to express our thanks for the dedicated work of the Principles of Marketing TAG Faculty Revision Panel for their commitment and collaboration in updating the learning outcomes. The faculty members of the Principles of Marketing TAG Revision Panel include: Tom Deckelman (Revision Panel Co-Lead, Owens Community College), Debbie Coleman (Revision Panel Co-Lead, Miami University), Steve Koppitsch (Bowling Green State University), Kellie Emrich (Cuyahoga Community College), Ruth Barney (Edison State Community College), Lawrence Marks (Kent State University), LeaAnna Harrah (Marion Technical College), Sarah Clausing (Shawnee State University), Debbie Calus-Casey (Stark State College), Lauren Marie Houser (The University of Akron), Wakiuru Wamwara (Wright State University), and Bruce Keillor (Youngstown State University).

If you have any questions, please feel free to contact us at colemamd@miamioh.edu or (513) 529-6036; thomas_deckelman@owens.edu, (567) 661-7278.