



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**New Course Request**

<b>SDSU</b>	<b>Jerome J. Lohr College of Engineering / Construction and Operations Management</b>
<b>Institution</b>	<b>Division/Department</b>
Dennis D. Hedge	4/3/2023
<b>Institutional Approval Signature</b>	<b>Date</b>

**Section 1. Course Title and Description**

Prefix & No.	Course Title	Credits
CIM 480	Concrete Industry Sales and Marketing	3

**Course Description**

Students will be exposed to the sales and marketing processes of suppliers and producers of ready-mixed concrete, concrete masonry block, pre-cast concrete, pre-stressed concrete and concrete pipe.

**Pre-requisites or Co-requisites**

Prefix & No.	Course Title	Pre-Req/Co-Req?
None		

**Registration Restrictions**

Senior standing

**Section 2. Review of Course**

**2.1. Will this be a unique or common course?**

☒ **Unique Course**

Prefix & No.	Course Title	Credits
AGEC 274	Agribusiness Sales	3
MKTG 370	Marketing	3

Provide explanation of differences between proposed course and existing system catalog courses below:

AGEC 274 is a sales class, but it focuses on “skills and qualities needed to address the new demands of production and input technologies and e-Commerce platforms in the agricultural sales arena.” As such, it will not adequately address the needs of the concrete industry.

MKTG 370 Marketing covers modern marketing techniques on a broad scale but does not cover the concrete industry or technical sales-related functions as needed in the concrete industry.

**Section 3. Other Course Information**

**3.1. Are there instructional staffing impacts?**

☒ No. Schedule Management, explain below: This course will replace CIM 450 Concrete Repair and Restoration in the Concrete Industry Management (CIM) program requirements. This course will be offered every fall.

**3.2. Existing program(s) in which course will be offered:** Concrete Industry Management (B.S.)

**3.3. Proposed instructional method by university (as defined by [AAC Guideline 5.4](#)):** R - Lecture

**3.4. Proposed delivery method by university (as defined by [AAC Guideline 5.5](#)):** 001- Face to Face  
Term Based Instruction, 015 - Internet Asynchronous – Term Based Instruction, 018 - Internet  
Synchronous

**3.5. Term change will be effective:** fall 2023

**3.6. Can students repeat the course for additional credit?** ☐ Yes, total credit limit: ☒ No

**3.7. Will grade for this course be limited to S/U (pass/fail)?** ☐ Yes ☒ No

**3.8. Will section enrollment be capped?** ☐ Yes, max per section: ☒ No

**3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report?** ☐ Yes ☒ No

**3.10. Is this prefix approved for your university?** ☒ Yes ☐ No

**Section 4. Department and Course Codes (Completed by University Academic Affairs)**

**4.1. University Department:** Construction and Operations Management

**4.2. Banner Department Code:** SCOM

**4.3. Proposed CIP Code:** 15.1501

Is this a new CIP code for the university? ☐ Yes ☒ No

**NEW COURSE REQUEST**  
**Supporting Justification for On-Campus Review**

Timothy Hostettler	Timothy Hostettler	11/15/2022
<b>Request Originator</b>	<b>Signature</b>	<b>Date</b>
Syed Ahmed	Syed Ahmed	11/29/2022
<b>Department Chair</b>	<b>Signature</b>	<b>Date</b>
Suzette Burckhard	Suzette Burckhard	11/29/2022
<b>School/College Dean</b>	<b>Signature</b>	<b>Date</b>

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

In CIM 480 Concrete Industry Sales and Marketing, students will be exposed to the sales and marketing processes of suppliers and producers of ready-mixed concrete, concrete masonry block, pre-cast concrete, pre-stressed concrete and concrete pipe. This course will replace CIM 450 Concrete Restoration and Repair (3 cr.) in the CIM program requirements. At the other four CIM universities, Concrete Restoration and Repair is an elective that may be taken at the student's discretion depending upon their personal interests. In addition, a frequent criticism of students from the other programs is a limited amount of sales and marketing experience. For this reason, it will be more beneficial to include an concrete industry sales and marketing based on a class taught for the CSU, Chico CIM program. This class will give students the skills needed to market, promote, and sell their product effectively. CIM 450 Concrete Restoration and Repair could be completed as an elective course.

2. Note whether this course is: ☒ Required ☐ Elective
3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?  
None. Students in other majors may take this course as an elective.
4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.  
N/A
5. Desired section size 25
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).  
Timothy Hostettler, Associate Professor of Practice, MBA

7. Note whether adequate facilities are available and list any special equipment needed for the course.  
Resources are adequate.
8. Note whether adequate library and media support are available for the course.  
Resources are adequate.
9. Will the new course duplicate courses currently being offered on this campus? ☐ Yes ☒ No
10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.  
N/A