



**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
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**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 demands of production and input technologies and e-Commerce platforms in the industry. 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-**

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.