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| For Academic Affairs and Research Use Only |
| CIP Code:  |  |
| Degree Code: |  |

**Letter of Notifications**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

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| Sharon D. James | 11/7/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Karen R. McDaniel | 11/7/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| J. Eric Sims | 9/17/2018 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Jim Washam | 11/14/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** **curriculum@astate.edu** **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Melodie Philhours, mphil@astate.edu, 870-680-8148

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font). - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)*You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.**Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

Page 156:

MARKETING PROGRAM: The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in ~~Marketing Management, Sales, International Business or Logistics~~. Marketing Analytics, Sales, Logistics, and International Business. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

Add after Minor in Sales Leadership – Page 169+)

Certificate in Marketing Analytics

The Certificate in Marketing Analytics is designed to provide high-demand analytical skills necessary to gain insights from the vast amounts of data generated by and about all organizations, brands, and individuals. This certificate is independent of any degree program and can be used to enhance whatever degree may be pursued by the student or to demonstrate marketing analytics competence for the non-degree seeking student.

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| **Requirements:** | **Sem. Hrs.** |
| MKTG 3013, Marketing | 3 |
| MKTG 4213, Marketing Analytics | 3 |
| Select Two: | 6 |
| MKTG 4253 Data Analytics and Visualization |  |
| MKTG 3173, Category Management |  |
| MKTG 4313 Business Modeling and Optimization\* (Changing name of this course to MKTG 4313 Prescriptive Analytics and removing prerequisite in a separate proposal)  |  |
| **Total Required Hours:** | **12** |

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: **Arkansas State University**

1. Contact person/title: **Dr. Melodie Philhours, Associate Professor of Marketing**
2. Phone number/e-mail address: **870-680-8148/mphil@astate.edu**
3. Proposed effective date: **Spring 2019**
4. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours):

**Marketing Analytics Certificate**
5. Proposed CIP Code: **Registrar’s Office Provides**
6. Reason for proposed program implementation:

**The purpose of this program is to offer an opportunity for current students in a variety of fields of study (business, mathematics, statistics, computer science, and others) as well as individuals seeking promotion within an organization or to move outside the organization to increase skill in a growth field in marketing.

The proposed Undergraduate Certificate in Marketing Analytics degree program fits well within this mission specifically to produce career-ready individuals completing this program. According the Bureau of Labor Statistics, Occupational Employment Statistics, market research analyst jobs are projected to grow 23% (“much faster than average”) from 2016-2026 and the mean salary nationally for market research analysts is $63,230 and in Arkansas, $69,640 (**[**https://www.bls.gov/oes/current/oes131161.htm#st**](https://www.bls.gov/oes/current/oes131161.htm#st)**). Graduates of this program will be well-positioned to enter a rapidly growing field at relatively high salaries. (*https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm*) Components of many of the classes will include economic development and consulting opportunities that will provide students with marketing experience as well as fulfill the CoB mission to support economic development in our region.**
7. Provide the following:
	* 1. Curriculum outline - List of courses in new program – Underline required courses

		**MKTG 3013 Marketing
		MKTG 4213 Marketing Analytics
		Select Two:
		MKTG 4253 Data Analytics and Visualization
		MKTG 3173 Category Management
		MKTG 4313 Business Modeling and Optimization *(Changing name of this course to MKTG 4313 Prescriptive Analytics and removing prerequisite in separate proposal)***
		2. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours)

		**12**
		3. New courses and new course descriptions **None**
		4. Program goals and objectives

		**The purpose of this program is to offer an opportunity for current students in a variety of fields of study (business, communications, mathematics, statistics, computer science, and others) as well as individuals seeking promotion within an organization or to move outside the organization to increase skill in a growth field in marketing. Significant career opportunities at higher than average salaries exist for those individuals with analytics skills. Completion of the marketing analytics certificate will position individuals to be competitive in an active job market for professional positions with high career growth potential.**
		5. Expected student learning outcomes

		**Students will demonstrate
		 (1) depth of marketing knowledge.
		 (2) demonstrate analytical and research-driven skills.
		 (3) demonstrate digital savvy.**
		6. Documentation that program meets employer needs

		**According the Bureau of Labor Statistics, Occupational Employment Statistics, market research analyst jobs are projected to grow 23% (“much faster than average”) from 2016-2026 and the mean salary nationally for market research analysts is $63,230 and in Arkansas, $69,640 (**[**https://www.bls.gov/oes/current/oes131161.htm#st**](https://www.bls.gov/oes/current/oes131161.htm#st)**). Graduates of this program will be well-positioned to enter a rapidly growing field at relatively high salaries. (*https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm*) Components of many of the classes will include economic development and consulting opportunities that will provide students with marketing experience as well as fulfill the CoB mission to support economic development in our region.**
		7. Student demand (projected enrollment) for proposed program

		**Given that this certificate will attract students from a variety of majors and also from the community, anticipated enrollment is projected to be 20 students in year 1 growing ultimately to 50.**
		8. Program approval letter from licensure/certification entity, if required
		9. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

		**Oklahoma State University, Florida International University, University of Arkansas at Little Rock**
		10. Scheduled program review date (within 10 years of program implementation) **2025**
8. Institutional curriculum committee review/approval date:
9. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark \*distance technology courses**. On-campus**
10. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering.
11. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: