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 **New Emphasis, Concentration or Option Proposal Form**

**[ ] 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 James | 1/16/2017 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Melodie Philhours | 1/18/2017 |

**Department Chair:**  |

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**Head of Unitb (If applicable)**   |
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| John Seydel | 2/3/2017 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| C. Shane Hunt | 2/21/2017 |

**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** |

**i. Proposed Program Title**

BS Marketing, Emphasis in Marketing Analytics

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

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

**iii. Proposed Starting Date**

Fall 2017

**Bulletin Changes**

|  |
| --- |
| **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.* |



**EMPHASIS ASSESSMENT**

**University Goals**

1. Please indicate the university-level student learning outcomes for which this new emphasis will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness
 | * 1. **[x]** Thinking Critically
 | * 1. **[x]** Information Literacy
 |

**Emphasis Goals**

2. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this emphasis fit into the mission established by the department for the curriculum?)

The mission statement of the College of Business:

*We will produce career-ready undergraduate, MBA, and MAcc graduates prepared to face challenges and opportunities in Northeast Arkansas, the Delta,  and beyond by emphasizing experiential-learning opportunities, leadership, technology, a global perspective, and social responsibility/ethics. Toward this end, we will provide quality teaching, conduct applicable scholarly research, and contribute to the local community through service and to the economic development of the region though consulting and our Economic Development Center (including the SBTDC).*

The proposed BS Marketing, Emphasis in Marketing Analytics degree program fits particularly well within this mission in XX ways. The Bureau of Labor Statistics *Occupational Outlook Handbook* indicates rapid growth in employment opportunities for marketing research analysts and a relatively high median wage of $62,150.

“Employment of market research analysts is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. Employment growth will be driven by an increased use of data and market research across all industries to understand the needs and wants of customers and to measure the effectiveness of marketing and business strategies.”[*http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm*](http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm)*)*

Furthermore, consistent with the emphasis on technology stated in our mission, focus group research conducted with recent College of Business graduates indicates a need for greater development of technology skills in general and Excel specifically. These graduates were able to develop these skills on the job but indicate they would have been at a great advantage to have honed these skills before beginning their career. Additionally, focus group research with marketing professionals has indicated these technological and analytic skills are increasingly in demand in the field.

Also aligned with the mission is experiential learning including the use of data from business, nonprofit, and institutional organizations for analysis, visualization, communication, and strategic planning. Such involvement with these organizations is consistent with service to and economic development of our region.

1. List emphasis goals (faculty or curricular goals, specific to the emphasis.)

The BS in Marketing has a fully developed assessment plan to include the following student learning outcomes.

Students will

1. demonstrate depth in marketing knowledge
2. demonstrate analytical and research driven skills
3. demonstrate digital savvy
4. exhibit professional skills
5. collaborate cross-functionally

 The emphasis in marketing analytics will contribute to all of these outcomes and will specifically develop students’
 digital savvy and analytical/research-driven skills.

d. Student population served.

Undergraduate students

**Emphasis Student Learning Outcomes**

3. Please fill out the following table to develop a continuous improvement assessment process for this emphasis.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

***Note: Best practices suggest an emphasis would have 1 to 3 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | Students will demonstrate digital savvy. |
| Assessment Procedure Criterion | Final individual projects in MKTG 4223 Marketing Management will be evaluated by instructor. Results will be evaluated using instructor grading scale and B or better will be considered acceptable for marketing majors. All students will be evaluated and marketing majors will be selected for specific data collection. |
| Which courses are responsible for this outcome? | MKTG 4223 Marketing Management |
| Assessment Timetable | Spring 2016 and every two years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of course and Marketing Faculty |
| **Outcome 2** | Students will demonstrate analytical/research-driven skills. |
| Assessment Procedure Criterion | Individual projects in MKTG 3023 Applied Research will be evaluated by Dr. Nonis, professor for this course. Results will be evaluated using Dr. Nonis’ grading scale. B or better will be considered acceptable for marketing majors. Other CoB majors are required to take this course. All students will be evaluated and marketing majors will be selected for specific data |
| Which courses are responsible for this outcome? | MKTG 3023 Applied Research |
| Assessment Timetable | Spring 2016 and every two years going forward. |
| Who is responsible for assessing and reporting on the results? | Dr. Sarath Nonis and marketing faculty |

*Please repeat as necessary.*

**LETTER OF NOTIFICATION – 3
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

 Dr. Melodie Philhours, Chair, Department of Management & Marketing

3. Phone number/e-mail address:

 870-972-3430/mphil@astate.edu

4. Proposed effective date:

Fall 2017

5. Title of degree program: (Indicate if the degree listed above is approved for distance delivery)

BS Marketing, Emphasis in Marketing Analytics

6. CIP Code:

52.1402 Marketing Research

7. Degree Code:

1521

8. Proposed name of new option/concentration/emphasis:

Marketing Analytics

9. Reason for proposed action:

The marketing analytics emphasis will position graduates to be competitive in a job market that is growing “much
 faster than average” according to the Bureau of Labor Statistics and in which the median wage is $62,150.

This emphasis is consistent with the learning outcomes for the BS Marketing degree and also with the mission of
 the College of Business to “. . .produce career-ready. . .graduates. . .”. The emphasis will also address alumni
 feedback noting the need for greater development of quantitative and technological skills.

10. New option/emphasis/concentration objective:

The objective of the marketing analytics emphasis is to prepare graduates for a career in marketing research and analytics in all industries locally, regionally, nationally and internationally. The curriculum is designed to complement the existing marketing curriculum and to provide specialization for marketing students. As an emphasis area of the marketing degree within the College of Business, students will graduate with a solid foundation in all areas of business both quantitative and qualitative through the CoB core curriculum with additional study in strategic-level marketing. Specifically adding the rigorous study of marketing data analysis, visualization, and research-driven strategic marketing planning to this foundation will uniquely equip students to meet the opportunities presented in this high growth career field.

11. Provide the following:

* 1. Curriculum outline - List of courses in new option/concentration/emphasis – Underline required courses

Marketing Analytics Emphasis Courses –12 hours
 MKTG 4213 Marketing Analytics
 MKTG 4253 Data Analytics and Visualization
 MKTG 3173 Category Management
 Select one of the following:
 CS 2114 Structured Programming
CIT 2033 Programming Fundamentals
 CIT 3353 Mobile and Web Applications Development
 CIT 3403 Database Management
 CIT 3413 Advanced Database Management
 CIT 3663 Data Mining
 CIT 4453 Global eCommerce
 CIT 4853 IT Project Management
 MKTG 4143 Advanced Category Management
Electives 16 Hours

* 1. Provide degree plan that includes new option/emphasis/concentration

 College of Business FYE & General Education Courses – 38 hours
 College of Business Core Courses – 39 hours
 Marketing Core Courses – 15 hours
 MKTG 3023 – Applied Research
 MKTG 3163 – Supply Chain Management
 MKTG 4043 – Consumer Behavior
 MKTG 4083 – Marketing Research
 MKTG 4223 – Marketing Management
 Marketing Analytics Emphasis Courses –12 hours
 MKTG 4213 Marketing Analytics
 MKTG 4253 Data Analytics and Visualization
 MKTG 3173 Category Management
 Select one of the following:
 CS 2114 Structured Programming
CIT 2033 Programming Fundamentals
 CIT 3353 Mobile and Web Applications Development
 CIT 3403 Database Management
 CIT 3413 Advanced Database Management
 CIT 3663 Data Mining
 CIT 4453 Global eCommerce
 CIT 4853 IT Project Management
 MKTG 4143 Advanced Category Management
 Electives 16 Hours

* 1. Total semester credit hours required for option/emphasis/concentration

 (Option range: 9–24 semester credit hours)

 12

* 1. New courses and new course descriptions

**MKTG 4253 Data Analytics and Visualization** Examination and application of procedures to extract the right data from the right sources, analyze this data using the right tools/techniques and present the resultant current, relevant, and accurate information in clear visual format that supports strategic decision making.

* 1. Goals and objectives of program option

The BS in Marketing has a fully developed assessment plan to include the following student learning outcomes.
Students will
 (1) demonstrate depth in marketing knowledge
 (2) demonstrate analytical and research driven skills
 (3) demonstrate digital savvy
 (4) exhibit professional skills
 (5) collaborate cross-functionally
The emphasis in marketing analytics will contribute to all of these outcomes and will specifically develop students’ digital savvy and analytical/research-driven skills.

* 1. Expected student learning outcomes

Students will demonstrate digital savvy.
Students will demonstrate analytical/research-driven skills.

* 1. Documentation that program option meets employer needs

The Bureau of Labor Statistics *Occupational Outlook Handbook* indicates rapid growth in employment opportunities for marketing research analysts and a relatively high median wage of $62,150. “Employment of market research analysts is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. Employment growth will be driven by an increased use of data and market research across all industries to understand the needs and wants of customers and to measure the effectiveness of marketing and business strategies.”[*http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm*](http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm)*)*

* 1. Student demand (projected enrollment) for program option

Based on current enrollment in MKTG 4213 Marketing Analytics as a marketing elective, an initial projection is 15 students. As graduates get jobs and the program is promoted, growth of at least 10 percent per year is anticipated.

* 1. Name of institutions offering similar program or program option and the institution(s) used as a model to develop the proposed program option

Oklahoma State University Spears School of Business\*
Villanova University School of Business
University of Denver Daniels College of Business
University of Arkansas Walton College of Business
Arkansas Tech University College of Business
University of Connecticut School of Business
 \*OSU primary model with influence of other programs

12. Institutional curriculum committee review/approval date:

13. Will the new option/emphasis/concentration be offered via distance delivery? No

 If yes, indicate mode of distance delivery:

 No

14. Explain in detail the distance delivery procedures to be used:

 Enter text...

15. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

 None.

16. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

 Name (printed): Click here to enter text.