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

**New Minor Proposal Form**

**[ ] Undergraduate Curriculum 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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Sharon D. James | 8/29/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Karen R. McDaniel | 8/29/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | J. Eric Sims | 9/17/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Jim Washam | 9/28/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**i. Proposed Program Title**

Minor in Marketing Analytics

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

Dr. Melodie Philhours, [mphil@astate.edu](mailto:mphil@astate.edu), 870-680-8148

**iii. Proposed Starting Date**

Spring 2018

**Minor Justification**

1. Justification for introduction of new minor:

The proposed Minor in Marketing Analytics fits well within the mission of the university as well as the Neil Griffin College of Business specifically to produce career-ready individuals. 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). Students completing this minor 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.

1. Academic rationale (how will this minor fit into the mission established by the department for the curriculum?)
2. The mission of the Management & Marketing Department is consistent with that of the Neil Griffin College of Business and Arkansas State University in the goal of producing career-ready graduates. The Minor in Marketing Analytics will allow students who are required to complete a minor or who wish to enhance their degree with a highly marketable skill the opportunity to do so.
3. List goals for the minor (faculty, enrollment and/or curricular goals.)

This minor will be considered part of the Neil Griffin College of Business and, as such, will be a part of the fully developed assessment plan for the Griffin College.   
Students will  
 (1) communicate effectively and professionally in writing  
 (2) demonstrate effective and professional oral communication  
 (3) be sensitive to ethical issues when making business decisions  
 (4) use technology appropriately to communicate, calculate, and present concepts and data  
 (5) demonstrate business knowledge  
  
The Minor in Marketing Analytics will contribute to all of these outcomes.

1. Student population served.

Students of all majors may be served by this minor.

2. New minor objective:

The objective of the Minor in Marketing Analytics is to add a sought-after skill to any degree within the university. Majors both inside and outside the CoB can add value to their career readiness through application of marketing analytics tools and techniques to data in any field.

3. Provide the following:

a. Curriculum outline - List of required courses

|  |  |
| --- | --- |
| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a   “C” for each course in the minor. | **Sem. Hrs.** |
| MKTG 3013, Marketing | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4213, Marketing Analytics | 3 |
| MTKG 4253, Data Analytics and Visualization | 3 |
| MKTG 3173, Category Management | 3 |
| MKTG 4313 Business Modeling and Optimization (Changing name of this course to MKTG 4313 Prescriptive Analytics in a separate proposal) | 3 |
| **Total Required Hours:** | 18 |

b. New course descriptions

None

4. **Yes / No** Will the new minor be offered via distance delivery?

No

5. Mode of delivery to be used:

Enter text...

6. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

Enter text...

7. **Yes / No** Is this new minor cognate embedded with a current bachelor’s degree? No

* 1. If yes, what is the name of the Bachelor’s program?
  2. If no, complete the New Minor Assessment section.

**NEW MINOR ASSESSMENT**

**University Outcomes**

1. Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ULO 1: Creative & Critical Thinking** | **ULO 2: Effective Communication** | **ULO 3: Civic & Social Responsibility** | **ULO 4: Globalization & Diversity** |
| **PLO 1** | X | X |  |  |
| **PLO 2** | X | X |  |  |
| **PLO 3** | X |  | X |  |
| **PLO 4** | X |  |  | X |
| **PLO 5** |  |  |  | X |

**MINOR Student Learning Outcomes**

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

*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 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

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| **Outcome 1** | Students will communicate effectively in writing. |
| Assessment Measure | Individual written projects will be evaluated to specifically assess students’ writing skill according to the Neil Griffin College of Business Writing Rubric. |
| Which courses are responsible for this outcome? | MKTG 3023 Applied Research |
| Assessment  Timetable | Fall 2019 and every two-three years going forward. |
| Who is responsible for assessing and reporting on the results? | Dr. Sarath Nonis and the marketing faculty in coordination with the Griffin College Undergraduate Written Communication Goal Assessment Team and assessment leaders. |

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| **Outcome 2** | Students will demonstrate effective and professional oral communication. |
| Assessment Measure | Presentations will be evaluated to specifically assess students’ ability to demonstrate effective and professional oral communication. |
| Which courses are responsible for this outcome? | MKTG 4253 Data Analytics and Visualization |
| Assessment  Timetable | Spring 2020 and every two-three years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of course and the marketing faculty in coordination with the Griffin College Undergraduate Oral Communication Goal Assessment Team and assessment leaders. |

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| **Outcome 3** | Students will be sensitive to ethical issues when making business decisions. |
| Assessment Measure | Student projects/assignments will be evaluated to specifically assess students’ ability to demonstrate sensitivity to ethical issues in data collection and dissemination. |
| Which courses are responsible for this outcome? | MKTG 4253 Data Analytics and Visualization and MKTG 3023 Applied Research |
| Assessment  Timetable | Spring 2021 and every two-three years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructors of courses and the marketing faculty in coordination with the Griffin College Undergraduate Ethics Goal Assessment Team and assessment leaders. |

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| **Outcome 4** | Use technology appropriately to communicate, calculate, and present concepts and data. |
| Assessment Measure | Student projects/assignments will be evaluated to specifically assess students’ ability to use technology appropriately to communicate, calculate, and present concepts and data. |
| Which courses are responsible for this outcome? | MKTG 3023 Applied Research, MKTG 4253 Data Analytics and Visualization, MKTG 4213 Marketing Analytics |
| Assessment  Timetable | Fall 2019 and every two-three years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructors of courses and the marketing faculty in coordination with the Griffin College Undergraduate Technology Goal Assessment Team and assessment leaders. |

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| **Outcome 5** | Students will demonstrate business knowledge. |
| Assessment Measure | Google Analytics Certification |
| Which courses are responsible for this outcome? | MKTG 4213 Marketing Analytics |
| Assessment  Timetable | Fall 2020 and every two-three years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructors of course and the marketing faculty in coordination with the Griffin College Undergraduate Business Knowledge Goal Assessment Team and assessment leaders. |

**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.* |

Add on Page 169:

(After Minor in Marketing and before Minor in Sales Leadership)

Minor in Marketing Analytics

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| --- | --- |
| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a   “C” for each course in the minor. | **Sem. Hrs.** |
| MKTG 3013, Marketing | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4213, Marketing Analytics | 3 |
| MTKG 4253, Data Analytics and Visualization | 3 |
| MKTG 3173, Category Management | 3 |
| MKTG 4313 Business Modeling and Optimization (Changing name of this course to MKTG 4313 Prescriptive Analytics in a separate proposal) | 3 |
| **Total Required Hours:** | 18 |

**LETTER OF NOTIFICATION   
New Minor**

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Dr. Melodie Philhours

3. Phone number/e-mail address:

870-680-8148/mphil@astate.edu

4. Proposed effective date:

Spring 2019

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

Minor in Marketing Analytics

6. CIP Code:

Enter text...

7. Degree Code:

Enter text...

8. Proposed name of new minor:

Marketing Analytics

9. Reason for proposed action:

Neil Griffin College of Business Mission: *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 through consulting and our Economic Development Center (including the SBTDC).*The proposed Minor 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>). 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.

10. New minor objective:

The goal of the Minor in Marketing Analytics is to create career-ready graduates in a high-demand field by enhancing students’ marketing knowledge and analytical and research-driven skills.

11. Provide the following:

* 1. Curriculum outline - List of courses in new minor – Underline required courses

MKTG 3013 Marketing MKTG 3023 Applied Research MKTG 4213 Marketing Analytics 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 in a separate proposal)

* 1. Total semester credit hours required for minor 18
  2. New courses and new course descriptions

None

* 1. Goals and objectives of minor

The goal of the Minor in Marketing Analytics is to create career-ready graduates in a high-demand field by enhancing students’ marketing knowledge and analytical and research-driven skills.

* 1. Expected student learning outcomes

Students will demonstrate depth of marketing knowledge. Students will demonstrate analytical and research-driven skills.

* 1. Documentation that minor 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>). 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*)

* 1. Student demand (projected enrollment) for minor

30 students

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

Florida International University, University of Connecticut, Texas A&M, University of Arkansas

12. Institutional curriculum committee review/approval date:

13. **Yes / No** Will the new minor be offered via distance delivery?

If yes, indicate mode of distance delivery:

No

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

Enter text...

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

Enter text...

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.