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

**[ ] Undergraduate Curriculum Council**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Michelle Li | 8/23/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 8/24/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unitb (If applicable)** |
| |  |  | | --- | --- | | John Mello | 9/5/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | C. William Roe | 9/6/2017 |   **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**

MBA with a Concentration in Marketing

**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**

1/1/2018

**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.* |

Page 63:

The MBA with Concentration in MIS program is designed to allow graduate business students

the ability to select in-depth coverage of the core components of today’s IT field while furthering their

business administration academic career. Students will complete the 27 hours within the MBA core

(which includes two graduate level MIS course) and 9 additional hours of graduate level MIS coursework.

The MBA with a Concentration in Marketing program is designed to allow students to complement their studies in business administration with in-depth coverage of the core components of marketing theory as applied in today’s marketing environment. Students will complete the 27 hours within the MBA core (which includes one graduate level marketing course) and 9 additional hours of graduate level marketing coursework.

The MBA with a Concentration in Supply Chain Management program is designed to allow

students to complement their studies in business administration with in-depth coverage of the core

components of the supply chain functions of business as they relate to firms operating in a dynamic

Between pages 69 and 70:

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate School Degree Policies for additional information (p. 35) |  |
| **College of Business MBA Core Courses:** | Sem. Hrs. |
| (See College of Business MBA Core Courses section) | 27 |
| **Concentration (Marketing)** |  |
| MKTG 6263 Seminar in Contemporary Marketing Issues | 3 |
| **Select two of the following:** |  |
| GSCM 6283 Global Supply Chain Management |  |
| MGMT 6463 Leadership Development |  |
| MKTG 6213 Healthcare Marketing |  |
| MKTG 6233 Promotional Strategy |  |
| MKTG 6243 Services Marketing Strategy |  |
| MKTG 670V Marketing Internship |  |
| **Sub-total** | 6 |
| **Total Required Hours:** | 36 |

**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. **[x ]** 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 through consulting and our Economic Development Center (including the SBTDC).*

The proposed MBA, Concentration in Marketing degree program fits well within this mission specifically to produce career-ready MBA graduates. According the Bureau of Labor Statistics, Occupational Employment Statistics, marketing jobs are projected to grow 9% (faster than average) from 2014-2024 and the mean salary nationally for marketing managers is $144,140 and in Arkansas, the mean is $134,570. Graduates of this program will be well-positioned to enter a growing field at relatively high salaries. ([*https://www.bls.gov/oes/current/oes112021.htm#nat*](https://www.bls.gov/oes/current/oes112021.htm#nat)) 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. List emphasis goals (faculty or curricular goals, specific to the emphasis.)  
     
   The MBA program has a fully developed assessment plan to include the following student learning outcomes.   
   Students will
   * demonstrate an ability to communicate effectively in writing
   * demonstrate an ability to deliver effective oral presentations
   * demonstrate an ability to lead and productively participate in group situations
   * understand the role of business ethics when solving problems and making decisions
   * apply quantitative and qualitative knowledge to solve problems and make decisions

The concentration in marketing will contribute to all of these outcomes and will specifically develop students’   
knowledge application/problem solving skills, oral presentation skills, and leadership/group participation skills.

d. Student population served.

MBA 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 apply quantitative and qualitative knowledge to solve problems and make decisions. |
| Assessment Procedure Criterion | Final projects will be evaluated by the course instructor to specifically assess the manner in which both quantitative and qualitative data were used to design a marketing plan or solve a marketing problem in case analysis or for a business client. |
| Which courses are responsible for this outcome? | MKTG 6223 Strategic Marketing |
| Assessment  Timetable | Fall 2019 and every two years going forward |
| Who is responsible for assessing and reporting on the results? | Professor of MKTG 6223 Strategic Marketing and CoB Graduate Programs Committee |
| **Outcome 2** | Students will demonstrate the ability to effectively deliver oral presentations. |
| Assessment Procedure Criterion | Final project presentations will be evaluated to specifically assess students’ presentation skills using the MBA Oral Communication Rubric. |
| Which courses are responsible for this outcome? | MKTG 6223 Strategic Marketing |
| Assessment  Timetable | Fall 2020 and every two years going forward |
| Who is responsible for assessing and reporting on the results? | Professor of MKTG 6223 Strategic Marketing and CoB Graduate Programs Committee |
| **Outcome 3** | Students will demonstrate the ability to lead and productively participate in group situations. |
| Assessment Procedure Criterion | Students work in groups for the final project and presentation. Peer evaluations are required from each individual student. Peer rating of less than 80% contribution will be considered unacceptable. |
| Which courses are responsible for this outcome? | MKTG 6223 Strategic Marketing |
| Assessment  Timetable | Fall 2021 and every two years going forward |
| Who is responsible for assessing and reporting on the results? | Professor of MKTG 6223 Strategic Marketing and CoB Graduate Programs Committee |

*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

3. Phone number/e-mail address:

870-680-8148 mphil@astate.edu

4. Proposed effective date:

1/1/2018

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

MBA

6. CIP Code:

52.0201

7. Degree Code:

5580

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

MBA with a Concentration in Marketing

9. Reason for proposed action:

*This concentration will offer students a marketing specialization within the general MBA degree providing the opportunity for relatively lucrative careers in marketing management. The proposed MBA, Concentration in Marketing degree program fits well within the CoB mission specifically to produce career-ready MBA graduates. According the Bureau of Labor Statistics, Occupational Employment Statistics, marketing jobs are projected to grow 9% (faster than average) from 2014-2024 and the mean salary nationally for marketing managers is $144,140 and in Arkansas, the mean is $134,570. Graduates of this program will be well-positioned to enter a growing field at relatively high salaries. (https://www.bls.gov/oes/current/oes112021.htm#nat) Furthermore, mid-career general MBA salaries average $104,000. Mid-career salaries with an MBA/Marketing Concentration average $113,000. (*[*www.monster.com/career-advice/article/best-paying-mbas*](http://www.monster.com/career-advice/article/best-paying-mbas)*) 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 option/emphasis/concentration objective:

The objective of the Concentration in Marketing is to prepare graduates for a career in marketing management in all industries locally, regionally, nationally and internationally. The curriculum is designed to complement the existing MBA curriculum and to provide specialization for marketing students. As a concentration area of the MBA degree, students will graduate with a solid foundation in all areas of business both quantitative and qualitative through the MBA core curriculum with additional study in strategic-level marketing. Specifically adding the rigorous study of 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

MKTG 6223 Strategic Marketing (MBA Core)  
MKTG 6263 Seminar in Contemporary Marketing Issues  
Select Two:

MKTG 6243 Services Marketing Strategy   
 MKTG 6213 Healthcare Marketing  
 MKTG 6233 Promotional Strategy   
 MKTG 670V Marketing Internship  
 MGMT 6463 Leadership Development

GSCM 6283 Global Supply Chain Management

* 1. Provide degree plan that includes new option/emphasis/concentration  
       
     College of Business MBA Core Courses 27\*  
     Concentration in Marketing  
      MKTG 6223 Strategic Marketing\*  
      MKTG 6263 Seminar in Contemporary Marketing  
      Select Two:  
      MKTG 6213 Healthcare Marketing  
      MKTG 6233 Promotional Strategy  
      MKTG 6243 Services Marketing Strategy  
      MKTG 670V Marketing Internship  
      MGMT 6463 Leadership Development   
      GSCM 6283 Global Supply Chain Management 9  
     Total Hours 36  
     \*included in MBA Core

* 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

None

* 1. Goals and objectives of program option  
       
     The MBA program has a fully developed assessment plan to include the following student learning outcomes.   
     Students will
  + demonstrate an ability to communicate effectively in writing
  + demonstrate an ability to deliver effective oral presentations
  + demonstrate an ability to lead and productively participate in group situations
  + understand the role of business ethics when solving problems and making decisions
  + apply quantitative and qualitative knowledge to solve problems and make decisions

The concentration in marketing will contribute to all of these outcomes and will specifically develop students’   
knowledge application/problem solving skills, oral presentation skills, and leadership/group participation skills.

Enter text...

* 1. Expected student learning outcomes

The concentration in marketing will contribute to all of these outcomes and will specifically develop students’ knowledge application/problem solving skills, oral presentation skills, and leadership/group participation skills.

* 1. Documentation that program option meets employer needs

According the Bureau of Labor Statistics, Occupational Employment Statistics, marketing jobs are projected to grow 9% (faster than average) from 2014-2024 and the mean salary nationally for marketing managers is $144,140 and in Arkansas, the mean is $134,570. Graduates of this program will be well-positioned to enter a growing field at relatively high salaries. ([*https://www.bls.gov/oes/current/oes112021.htm#nat*](https://www.bls.gov/oes/current/oes112021.htm#nat)) Furthermore, mid-career general MBA salaries average $104,000. Mid-career salaries with an MBA/Marketing Concentration average $113,000. ([www.monster.com/career-advice/article/best-paying-mbas](http://www.monster.com/career-advice/article/best-paying-mbas))

Employer surveys indicate significant demand for MBA with a marketing concentration in positions of marketing management and sales management. Specifically mentioned skills include analytical thinking and data-driven knowledge application, strategic content creation and vision, strong communication and leadership skills, all of which this program is designed to deliver.

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

25

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

Northwestern University, Duke University, University of Tampa, University of Chicago

12. Institutional curriculum committee review/approval date:

13. Will the new option/emphasis/concentration be offered via distance delivery? Yes

If yes, indicate mode of distance delivery:

Online

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

The new concentration will be offered online in the same manner in which the current MBA is offered. The same faculty will teach courses face-to-face and online in the same semesters. We have found this to be a strength of the current MBA program. The same standards of student-to-student, student-to-faculty, and student-to-content interaction will be maintained in the required courses for the concentration as are in the current online MBA.

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

No additional funds needed. Program will be supported by existing faculty.

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.