LETTER OF INTENT – 1

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas Fayetteville
2. Education Program Contact person/title: Dr. Terry Martin, Senior Vice Provost for Academic Affairs
3. Telephone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Proposed Name of Certificate or Degree Program: Marketing, Master of Science
5. Proposed Effective Date: Fall 2021
6. Requested CIP Code: 52:1401
7. Program Description:

The Sam M. Walton College of Business Master of Science in Marketing is designed is for early-career professionals who want to receive advanced, specialized training in marketing. The degree is grounded in an understanding of the increasing complexity and breadth of disciplines related to marketing and consumer behavior. Effective marketing decision making necessitates cross-functional expertise. Students will choose among areas of emphasis to complement their Marketing courses: Business Analytics, Supply Chain Management, or Strategy.

1. Mode of Delivery (mark all that apply):

**\_\_X\_\_\_On-Campus**

**\_ \_\_\_Off-Campus Location**

Provide address of off-campus location:

UA Campus - Blended Delivery

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

\_\_\_\_\_\_Indicate distance of proposed site from main campus.

**\_\_X\_\_Distance Technology** (50% of program offered by distance technology)

Submit copy of written notification to HLC if notification is required by HLC for a program offered by distance technology.

1. List existing certificate or degree programs that support the proposed program:

Master of Business Administration

1. President/Chancellor Approval Date: January 1, 2021
2. Academic Affairs Officer: Charles Robinson Date: January 1, 2021