New Program Proposal

Date Submitted: 10/05/20 5:41 pm

Viewing: MKTGMS : Marketing, Master of Science

Last edit: 10/08/20 6:39 pm

Changes proposed by: kboston

Submitter: 575-4622	User ID:	kboston	Phone:

Program Status — Active

Academic Level — Graduate

Type of proposal — Major/Field of Study

Select a reason for this new program — Adding New Degree--(LOI 1, Proposal-1)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year — Fall 2021

College/School Code
Walton College of Business (WCOB)

Department Code
Department of Marketing (MKTG)

Program Code — MKTGMS

Degree — Master of Science

CIP Code

In Workflow

1. **WCOB Dean Initial**
2. **GRAD Dean Initial**
3. **Provost Initial**
4. **Director of Program Assessment and Review**
5. **Registrar Initial**
6. **Institutional Research**
7. **MKTG Chair**
8. **WCOB Curriculum Committee**
9. **WCOB Faculty**
10. **WCOB Dean**
11. **Dean of University Libraries**
12. **Global Campus**
13. **Provost Review**
14. **University Course and Program Committee**
15. Graduate Committee
16. Faculty Senate
17. Provost Final
18. Provost's Office--Documentation sent to System Office
19. Higher Learning Commission
20. Board of Trustees
21. ADHE Initial
22. ADHE Final
23. Provost's Office--Notification of Approval

24. Registrar Final
25. Catalog Editor Final

Approval Path

1. 10/05/20 5:58 pm
Karen Boston
(kboston):
Approved for WCOB
Dean Initial
2. 10/06/20 8:02 am
Pat Koski (pkoski):
Approved for GRAD
Dean Initial
3. 10/06/20 10:21 am
Terry Martin
(tmartin): Approved
for Provost Initial
4. 10/08/20 6:42 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
5. 10/09/20 1:40 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
6. 10/09/20 1:41 pm
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
7. 10/22/20 12:50 pm
Brent Williams
(bdw013):
Approved for MKTG
Chair

8. 10/23/20 9:49 am
   Karen Boston
   (kboston):
   Approved for WCOB
   Curriculum
   Committee
9. 10/23/20 11:41 am
   Karen Boston
   (kboston):
   Approved for WCOB
   Faculty
10. 10/23/20 11:42 am
    Karen Boston
    (kboston):
    Approved for WCOB
    Dean
11. 10/23/20 1:12 pm
    Dennis Clark
    (dennisc): Approved
    for Dean of
    University Libraries
12. 10/23/20 1:37 pm
    Suzanne Kenner
    (skenner): Approved
    for Global Campus
13. 11/03/20 8:38 am
    Terry Martin
    (tmartin): Approved
    for Provost Review

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing, Master of Science

Program Delivery
Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program?	30

On-line/Web-based Information

Reason for offering
Web-based Program

To provide an opportunity for students to complete the degree in an online format.

Maximum Class Size for Web-based Courses	25

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):
E-mail
Chat

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

N/A

Estimate Costs of the Program over the First 3 Years	N/A

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Master of Science in Marketing

The Sam M. Walton College of Business Master of Science in Marketing (MSM) 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 the marketing and consumer behavior disciplines. Effective marketing decision making necessitates cross-functional expertise. Therefore, students will choose among areas of emphasis to complement their Marketing courses: Business Analytics, Supply Chain Management, or Strategy.

Admission Requirements: The Master of Science in Marketing (MSM) program is open to students who have earned a bachelor's degree from an accredited institution and who can present evidence of their ability to do graduate-level work. "Evidence of ability" means superior grade-point average, an acceptable test score on the Graduate Management Admissions Test (GMAT) or Graduate Record Exam (GRE), and recommendations with respect to ability for successful pursuit of graduate-level work. International applicants and residents aliens must submit an acceptable TOEFL or IELTS score, or complete the Intensive English Language Program (through Spring International Language Center) and receive an English proficiency recommendation for admission. Other admissions criteria may be considered on a case by case basis.

Requirements for the Master of Science in Marketing:

Marketing Core Courses		21
MKTG 5103	Introduction to Marketing	
MKTG 5433	Consumer and Market Research	
MKTG 5523	Marketing Analytics	
MKTG 5553	New Product Development and Strategy	
MKTG 5563	Retail Strategy	
ISYS 5363	Business Analytics	
Choose one of the following:		
ISYS 5103	Data Analytics Fundamentals	
ISYS 5213	ERP Fundamentals	
In addition to the Marketing core courses, choose three courses within one of the following specializations:		9

Business Analytics

ISYS 5103 Data Analytics Fundamentals

ISYS 5503   Decision Support and Analytics

ISYS 5843   Seminar in Business Intelligence and Knowledge Management

ISYS 5833   Data Management Systems

Strategy

MGMT 4263   Organizational Change and Development

MGMT 4953   Organizational Rewards and Compensation

MGMT 5223   Business Leadership and Ethics

MGMT 5313   Strategic Management

Supply Chain Management

SCMT 5623   Supply Chain Innovation and Technology

SCMT 5633   Introduction to Supply Chain Management

SCMT 5663   Retail and CPG Supply Chain Management

SCMT 5683   Supply Chain Management in Global Business

SCMT 5693   Predictive Supply Chain Analytics

Total Hours   30

*Students who complete ISYS 5103 and the nine (9) hour Business Analytics specialization will be eligible for the Enterprise Systems Graduate Certificate; Business Analytics Track. ISYS 5103 or ISYS 5213 that is taken as part of the Marketing Core will not count toward the nine hours required for the Business Analytics specialization.

In addition to 30 hours of required coursework, students must take a comprehensive exam. The comprehensive exam will take the form of the final project in MKTG 5563. The student's grade of B or above on the project will be considered a pass on the comprehensive exam.

With the approval of the Master of Science in Marketing Program Director, any senior-level (4000+) course may be taken for graduate credit. After admission, the student must maintain a 3.0 grade-point average on all marketing and and other graduate coursework with a grade of "B" or better in 75% of courses attempted. Proposed changes in elective specialization coursework can be made by students in consultation with and subject to the approval of the Program Director.

MSM (Part Time): The Walton College also provides an opportunity for professionals in the workplace to complete the program by taking 6 hours per semester for 5 semesters. For the MSM (part time), approval of the MSM Program Director is required to enroll in more than six hours per semester.

Program Costs

    N/A

Library Resources

    N/A

Instructional

Facilities

    N/A

Faculty Resources

    N/A

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)
BADMMB - Business Administration, Master of Business Administration

Are Similar Programs available in the area?

   No

Estimated Student Demand for Program	25

Estimated Student
Demand for Program   25

Scheduled Program
Review Date   2021-2022

Program Goals and
Objectives

Program Goals and Objectives
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.

Learning Outcomes

Learning Outcomes
The MSM coursework is designed to foster customer-focused innovation and decision making. Students will recognize the core activities that play a role in creating, developing, and making available products and services. Students will understand the challenges faced by competing organizations in an environment altered by changes in consumer behavior, technology, and globalization. They will gain applied understanding of standard and advanced analytical techniques used to transform customer and competition data into actionable business intelligence. Many courses will be project-based.

Description and Justification for this request

Description of request	Justification for request

Description of request	Justification for request
Proposing a new Master of Science in Marketing.	Marketing is a field that continues to grow, according to the Bureau of Labor Statistics. Between 2018 and 2028, the profession is projected to grow 8 percent, increasing the ranks of marketing managers to over 300,000. Industrywide, needs are changing and becoming more complex, especially in Arkansas. The growing economy in Arkansas is in need of managers and leaders trained in the full skill set of marketing decision making, including retailing, customer/shopper insights, new product development, and marketing research.

Upload attachments

MKTGMS - New Degree - Ltr of Intent.docx

MKTGMS - New Degree - Supporting Documentation.pdf

MKTGMS - New Degree - Proposal 1.docx

Reviewer Comments

Alice Griffin (agriffin) (10/08/20 9:13 am): ISYS 5103 under the Business Analytics heading reflected a red error box, since the course was already used in the course list. I entered the course as a comment field to remove the red error box. Alignment will need to be adjusted during catalog edits.

Alice Griffin (agriffin) (10/08/20 10:28 am): Changed scheduled program review date to match college's accreditation visit with AACSB.

Alice Griffin (agriffin) (10/08/20 10:33 am): Inserted ISYS 5103 in text of catalog copy with permission from submitter. Hyper-linked courses in text.

Alice Griffin (agriffin) (10/08/20 6:39 pm): Reformatted Proposal 1 and Supporting documents to match BOT format with approval from submitter. Reattached files to end of record and renamed them to match BOT naming convention.

Key: 792