**PROPOSAL – 1**

**NEW DEGREE PROGRAM**

1. **PROPOSED PROGRAM TITLE:** Marketing, Master of Science

2. **CIP CODE REQUESTED:** 52.1401 Marketing/Marketing Management, General

Link for CIP Codes:  <http://nces.ed.gov/ipeds/cipcode/resources.aspx?y=55>

3. **PROPOSED STARTING DATE:** Fall 2021

4. **CONTACT PERSON**

Name (Provost/Academic Affairs Officer): Dr. Terry Martin

Title: Senior Vice Provost for Academic Affairs

Name of Institution: University of Arkansas

E-mail Address: tmartin@uark.edu

Phone Number: 479-575-2151

Name (Program Contact Person): Dr. Brent Williams

Title: Associate Professor and Chair, Department of Marketing

Name of Institution: University of Arkansas

E-mail Address: bwilliams@walton.uark.edu

Phone Number: 479-575-7674

5. **PROGRAM SUMMARY**

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.

6. **NEED FOR THE PROGRAM**

Provide survey data. Submit numbers that show job availability, corporate demands and employment/wage projections, not student interest and anticipated enrollment. Focus mostly on state needs and less on regional and national needs, unless applicable to the program. Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; for graduate programs, focus on state, regional and national needs. Provide names and types of organizations/businesses surveyed.

Please see Appendix A for the Academic Benchmark & Labor Market Report and Appendix B for the Workforce Request form.

Indicate if employer tuition assistance is provided or if there are other enrollment incentives.

Not currently. Some firms may have tuition assistance programs, on a case by-case basis.

Describe what need the proposed program will address and how the institution became aware of this need.

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.

Indicate the composition of the program advisory committee, including the number of members, professional background of members, topics to be considered by the members, meeting schedule (annually, bi-annually, quarterly), institutional representative, etc.

The program advisory committee to be associated with the Master of Science in Marketing will include a sub-set of the Retail Advisory Board, including representatives from retailers, consumer package goods companies, marketing agencies, and data service providers. This committee will meet annually as part of the Walton College Retail Advisory Board. Working with the career center, we can obtain feedback and suggestions on program content. The Retail Advisory Board is managed by the Associate Dean for Outreach and Executive Education and the Department of Marketing. The advisory committee meets bi-annually.

Indicate the projected number of program enrollments for Years 1 - 3.

15 students

Indicate the projected number of program graduates in 3-5 years.

We expect enrollment to grow to 25 students in 5 years.

7. **CURRICULUM**

Provide curriculum outline by semester (include course number and title).

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course number** | **Course title** | **Credit hours** |
| 1 | MKTG 5103 | Intro to Marketing (Fa) | 3 |
| 2 | MKTG 5563 | Retail Strategy (Sp) | 3 |
| 3 | MKTG 5523 | Marketing Analytics (Sp) | 3 |
| 4 | MKTG 5553 | New Product Development (Fa) | 3 |
| 5 | MKTG 5433 | Consumer and Market Research Methods (Sp) | 3 |
| 6 | ISYS 5363 | Business Analytics (Fa) | 3 |
| 7 |  | Analytics/ERP elective | 3 |
| 8 |  | Concentration Class 1 | 3 |
| 9 |  | Concentration Class 2 | 3 |
| 10 |  | Concentration Class 3 | 3 |
|  |  | Total | **30** |

Requirements for the Master of Science in Marketing:

Marketing Core Courses (21 hours)

MKTG 5103 Introduction to Marketing (Fa) – 3 credit hours

MKTG 5563 Retail Strategy (Sp) – 3 credit hours

MKTG 5523 Marketing Analytics (Sp) – 3 credit hours

MKTG 5553 New Product Development and Strategy (Fa) – 3 credit

hours

MKTG 5433 Consumer and Market Research (Sp) – 3 credit hours

ISYS 5363 Business Analytics (Fa) – 3 credit hours

Choose one of the following:

ISYS 5103\* Data Analytics Fundamentals (Fa) – 3 credit hours

ISYS 5213\* ERP Fundamentals (Fa or Sp) – 3 credit hours

Specialization (9 hours) - (in addition to the Marketing Core Courses, choose three courses within one of the following concentration fields)

Business Analytics

ISYS 5103\* Data Analytics Fundamentals (Fa) – 3 hours

ISYS 5503 Decision Support and Analytics (Sp) – 3 hours

ISYS 5843 Data Mining (Sp) – 3 hours

ISYS 5833 Data Management Systems (Fa) – 3 hours

\*ISYS 5213 or ISYS 5103 that is taken for the Marketing Core will not count toward the nine hours required for the Business Analytics concentrations.

Strategy

MGMT 5223 Business Leadership & Ethics (Fa) – 3 hours

MGMT 5313 Strategic Management (Sp) – 3 hours

MGMT 4953 Organizational Rewards & Compensation (Fa or Sp) – 3

hours

MGMT 4263 Organizational Change & Development (Fa or Sp) – 3

hours

Supply Chain Management

SCMT 5633 Intro to Supply Chain Management (Fa) – 3 hours

SCMT 5663 Retail and CPG Supply Chain Management (Fa) – 3 hours

SCMT 5693 Predictive Supply Chain Analytics (Sp) – 3 hours

SCMT 5683 Supply Chain Management in Global Business (Sp) – 3

hours

SCMT 5623 Supply Chain Innovation and Technology (Sp) – 3 hours

Total Hours 30

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.

Electives are chosen by the student in consultation with the Master of Science in Marketing Program Director. Approved electives (6 hours) may be any graduate course approved by the MSM Program Director.

With the approval of the MSM Program Director, any senior-level marketing course (MKTG 4000+) may be taken for graduate credit. After admission, the student must maintain a 3.00 grade-point average on all graduate coursework and all Marketing coursework. Additionally, the student must receive a letter grade of at least a “B” in 75 percent of the courses attempted.

Identify new courses *(in italics)* and provide course descriptions.

None

Identify required general education courses, core courses and major courses.

None

For each program major/specialty area course, list the faculty member assigned to teach the course.

Marketing Core Courses

MKTG 5103 Intro to Marketing

Faculty Member: Jeff B. Murray

MKTG 5563 Retail Strategy

Faculty Member: Dinesh Gauri

MKTG 5523 Marketing Analytics

Faculty Member: Gonca Soysal

MKTG 5553 New Product Development

Faculty Member: Bradley J. Allen

MKTG 5433 Consumer and Market Research Methods

Faculty Member: Carolyn Rodeffer

ISYS 5363 Business Analytics

Faculty Member: Ronald Freeze

Analytics/ERP electives

ISYS 5103 Business Analytics Fundamentals

Faculty Member: Jeff Mullins

ISYS 5213 ERP Fundamentals

Faculty Member: Sebastian Walter Schuetz

Identify courses currently offered by distance technology (with an asterisk\*) and endnote at the end of the document.

All required courses are also offered in the blended format.

Indicate the number of contact hours for internship/clinical courses.

None

State the program 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 resident 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.

Describe specified learning outcomes and course examination procedures.

The American Marketing Association defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” In addition to the actual marketing work, marketing managers have the added responsibilities of hiring staff and team building; vision casting and strategic planning; and managing budgets and tracking their results. 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.

Include a copy of the course evaluation to be completed by the student.

The Standard Purdue Course Evaluation form will be used. See Appendix C.

Include information received from potential employers about course content.

The Global Campus study cited above has identified the need for managers with “hard skills,” including product management, new product development, and marketing strategies. Expert knowledge of current marketing trends and multimedia platforms is essential. However, marketing decision makers also need solid interpersonal and soft skills, including strong communication, sales, and presentation skills.

Provide institutional curriculum committee review/approval date for proposed program.

December 9, 2020

8. **FACULTY**

List the names and credentials of all faculty teaching courses for the proposed program. Include college/university awarding degree; degree level; degree field; subject area of courses faculty currently teaching and/or will teach. (For associate degrees and above: A minimum of one full-time faculty member with appropriate academic credentials is required.)

|  |  |  |
| --- | --- | --- |
| **Faculty Member** | **Degree, Subject** | **Institution** |
| Bradley J. Allen | PhD, Business | University of Texas, San Antonio |
| Dinesh Gauri | PhD, Marketing | University of |
| Gonca Soysal | PhD, Marketing | Northwestern University |
| Carolyn Rodeffer | MBA, Marketing & Finance | University of Chicago |
| Jeff B. Murray | PhD, Marketing | Virginia Tech University |
| Jeff Mullins | PhD, Information Systems | Arkansas-Fayetteville |
| Ronald Freeze | PhD, Information Systems | Arizona State University |
| Sebastian Schuetz | PhD, Information Systems | City University of Hong Kong |

Indicate lead faculty member or program coordinator for the proposed program.

Brent Williams, Associate Professor and Interim Chair, Department of Marketing

Total number of faculty required for program implementation, including the number of existing faculty and number of new faculty. For new faculty, provide the expected credentials/experience and expected hire date.

Five existing MKTG faculty

Six existing ISYS faculty (three in addition to instructors in the Program core)

Three existing SEVI faculty

Three existing SCMT faculty

For proposed graduate programs: Provide the curriculum vita for faculty teaching in the program, and the expected credentials for new faculty and expected hire date.

Faculty CV’s provided in Appendix D.

Also, provide the projected startup costs for faculty research laboratories, and the projected number of and costs for graduate teaching and research assistants.

There will not be any lab or graduate assistantship costs.

9. **DESCRIPTION OF RESOURCES**

Current library resources in the field

Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

New instructional resources required, including costs and acquisition plan

Existing resources on campus will be used.

10. **NEW PROGRAM COSTS – Expenditures for the first 3 years**

New administrative costs (number and position titles of new administrators) – departmental faculty will serve as MSM program director with appropriate compensation

Number of new faculty (full-time and part-time) and costs-none

New library resources and costs -none

New/renovated facilities and costs-none

New instructional equipment and costs-none

Distance delivery costs (if applicable) -none

Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, program accreditation, etc.) -none

**If no new costs required for program implementation, provide explanation.**

Existing resources on campus will be used.

Existing faculty in Marketing will teach the courses.

All courses are already offered on a regular basis.

Marketing and recruiting costs for the program will be supported by the College.

11. **SOURCE OF PROGRAM FUNDING – Income for the first 3 years of program operation**

If there will be a reallocation of funds, indicate from which department, program, etc.

The program will be initially funded using Walton College operational funds and, eventually, program revenues as they are generated. The College will initially support start-up marketing and recruiting costs. The Marketing Department Masters Program Coordinator will handle administrative responsibilities.

Provide the projected annual student enrollment, the amount of student tuition per  
credit hour, and the total cost of the program that includes tuition and fees.

Expected student enrollment for the first 3 years is 10-15.

Tuition and Fees based on current rates for MS in WCOB - 30 hours

In-State Tuition & Fees: $658.39/hour, Total=$19,751.40

Out-of-State Tuition & Fees: $1,664.62/hour, Total=$49,938.60

International Tuition & Fees: $1,664.62/hour, Total=$52,251.60

Indicate the projected annual state general revenues for the proposed program (Provide  
 the amount of state general revenue per student).

Other (grants [list grant source & amount of grant], employers, special tuition rates,  
 mandatory technology fees, program specific fees, etc.).

12. **ORGANIZATIONAL CHART REFLECTING NEW PROGRAM**

Proposed program will be housed in (department/college): Department of Marketing/Sam M. Walton College of Business

13. **SPECIALIZED REQUIREMENTS**

If specialized accreditation is required for program, list the name of accrediting agency.   
 AACSB International

Indicate the licensure/certification requirements for student entry into the field.

None

Provide documentation of Agency/Board review/approvals (education, nursing--initial  
 approval required, health-professions, counseling, etc.)

14. **BOARD OF TRUSTEES APPROVAL**

Provide the date that the Board approved (or will consider) the proposed program.

March 18, 2021

Provide a copy of the Board meeting agenda that lists the proposed program, and written documentation of program/unit approval by the Board of Trustees prior to the Coordinating Board meeting that the proposal will be considered.

15. **SIMILAR PROGRAMS**

Please refer to Tables provided in Appendix (p. 6 of Global Campus Benchmark Report)

Proposed undergraduate program – list institutions in Arkansas

Proposed master’s program – list institutions in Arkansas and region

None

Proposed doctoral program – list institutions in Arkansas, region, and nation

State why proposed program needed if offered at other institutions in Arkansas or   
 region.

List institution(s) offering a similar program that the institution used as a model to   
 develop the proposed program.

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.

Note: A written institutional objection/concern(s) to the proposed program/unit may delay Arkansas Higher Education Coordinating Board (AHECB) consideration of the proposal until the next quarterly AHECB meeting.

16. **DESEGREGATION**

State the total number of students, number of black students, and number of other minority students enrolled in related degree programs, if applicable.

N/A

1. **INSTITUTIONAL AGREEMENTS/MEMORANDUM OF UNDERSTANDING (MOU)**

If the courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

1. **ACADEMIC PROGRAM REVIEW**

Provide scheduled program review date (within 10 years of program implementation date).

2021-2022 is the next scheduled AACSB site visit.

1. **PROVIDE ADDITIONAL INFORMATION IF REQUESTED BY ADHE** **STAFF**
2. **INSTRUCTION BY DISTANCE TECHNOLOGY**

If the proposed program will be offered by distance technology, provide the following information: Summarize institutional policies on the establishment, organization, funding and management of distance courses/degrees.

An academic department intending to propose new distance programs are required to identify the program’s anticipated costs, funding sources, demand, and need for library resources, and to present plans to address the increased workload. The proposal needs to be approved by Vice Provost for Distance Education, Academic College, University Course and Programs Committee, Graduate Council (if at the graduate level), Faculty Senate, Provost, Board of Trustees, and Arkansas Department of Higher Education. Change requests for existing distance courses and programs follow similar approval processes. Global Campus assists programs during the conceptualization, market research, and planning stage. Once programs are approved, it provides start-up capital and course development funds as well as in-kind support by Global Campus’s instructional designers, academic technologists, and marketing and recruitment teams. Global Campus also supports compliance with interstate regulatory requirements. All distance courses are certified to be complete only when they meet appropriate quality standards.

Describe the internal organizational structure that coordinates (development, technical support, oversight) distances courses/degrees.

Global Campus is a supporting unit that provides assistance in course development and maintenance, technical support for both faculty and students, quality assurance, and compliance to all online programs across the campus.

Summarize the policies and procedures to keep the technology infrastructure current.

IT Services maintains the technology infrastructure to ensure the security and compatibility of enterprise systems as guided by the [Computer and Network Security Policy](https://its.uark.edu/policies/network-security/), [Data Management Use and Protection Policy](https://vcfa.uark.edu/policies/fayetteville/uits/3095.php), and [Acquisition of Enterprise Systems Policy](https://vcfa.uark.edu/policies/fayetteville/uits/3096.php). The [Computer Activities Council](https://provost.uark.edu/committees/cac.php) (CAC), the information technology governance structure at the University, facilitates participation of students, faculty, staff, and administrators in long-range planning and setting of priorities for IT Services.

Updates to applications (learning management system, video conferencing software, web conferencing software, etc.) are reviewed by application administrators and stakeholder representatives on a regular basis to ensure continuity of operation, security, and high levels of performance and support.

The Global Campus Instructional Design and Support Services team, along with the IT Services Director of Academic Technology and Innovation, work with faculty to identify, evaluate, pilot, and deploy emerging technology solutions that will enhance teaching and learning.

Summarize the procedures that assure the security of personal information.

Procedures are in accordance with the [Computer and Network Security Policy](https://its.uark.edu/policies/network-security/), [Code of Computing Practices](https://its.uark.edu/policies/code/), and [Privacy Policy](https://its.uark.edu/policies/privacy/). The IT Security group monitors university systems and performs security audits of resources. IT Services also provides security services such as security information, anti-virus software, and security alerts.

University systems (student information system, learning management system, etc.) require authentication. Privileged supervisory accounts are limited and managed by system administrators.

Users must agree to the Code of Computing Practices and take a security quiz when setting up their UARK accounts. Users agree to comply with security mechanisms and to keep login credentials private.

Links to the [privacy policies of third-party tools used in online instruction](https://tips.uark.edu/privacy-policy-links/) are provided in the information section of online courses and support sites.

Provide a list of services that will be outsourced to other organizations (course materials, course management and delivery, technical services, online payment, student privacy, etc.).

The only service outsourced is online proctoring service. The University of Arkansas partners with ProctorU for online test proctoring services for some online exams.