

Date Submitted: 03/31/22 4:41 pm

Viewing: **MKTGMS : Marketing, Master of Science**

Last approved: 11/18/21 2:00 pm

Last edit: 04/08/22 11:24 am

Changes proposed by: aellstra

Catalog Pages Using
this Program
[Marketing_\(MKTG\)](#)

Submitter: User ID: **waldie kboston** Phone:
479-575-2058 ~~575-4622~~

Program Status Active

Academic Level Graduate

Type of proposal Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Certificate or Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

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 2023

College/School Code

Walton College of Business (WCOB)

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MKTG Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Graduate Council
14. Faculty Senate
15. Provost Final
16. Registrar Final
17. Catalog Editor Final

Approval Path

1. 03/31/22 7:33 pm
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 03/31/22 7:56 pm
Jim Gigantino (jgiganti): Approved for GRAD Dean Initial

Department Code

Department of Marketing (MKTG)

Program Code

MKTGMS

Degree

Master of Science

CIP Code

3. 04/07/22 9:59 am
Alice Griffin
(agriffin): Approved
for Director of
Curriculum Review
and Program
Assessment
4. 04/07/22 2:10 pm
Gina Daugherty
(gdaugher):
Approved for
Registrar Initial
5. 04/07/22 2:13 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
6. 04/07/22 3:53 pm
Dinesh Gauri
(dkgauri): Approved
for MKTG Chair
7. 04/07/22 3:56 pm
Alan Ellstrand
(aellstra): Approved
for WCOB
Curriculum
Committee
8. 04/07/22 3:57 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
9. 04/07/22 3:57 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Dean
10. 04/07/22 4:05 pm
Suzanne Kenner
(skenner): Approved
for Global Campus

11. 04/08/22 8:07 am

Ketevan

Mamiseishvili

(kmamisei):

Approved for

Provost Review

History

1. Nov 18, 2021 by

Karen Boston

(kboston)

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 30
hours needed to
complete the
program?

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 25

for Web-based

Courses

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

The Sam M. Walton College of Business Master of Science in Marketing is designed to provide professional preparation for recent graduates and 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 discipline.

Admission Requirements: Students must apply to and meet the admissions requirements of the Graduate School of Business and be admitted by the departmental admissions committee.

The Master of Science in Marketing (M.S.) 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

15

MKTG 5103

Introduction to Marketing

MKTG 5433

Consumer and Market Research

MKTG 5343

Digital Marketing

MKTG 5523

Marketing Analytics

MKTG 5333

Retailing Strategy and Processes

Electives

15

MKTG 5353

Category Management and Assortment

MKTG 5513

Sales Analytics

MKTG 5553

New Product Development and Strategy

MKTG-5563

Retail Strategy

3

ISYS-5363

Business Analytics

3

Choose one of the following:

3

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-5223

Business Leadership and Ethics

SEVI-5313

Strategic Management

Any 5000-level Walton College courses as approved by the MSM program director

Supply Chain Management

SCMT-5623

Technology-enabled Supply Chain Design and Optimization

SCMT-5633

Foundations for New Product Launch and Integrated Demand-Driven Value Networks

SCMT-5663

PLAN: Demand Planning and Inventory Operations

SCMT-5683

SOURCE: Global Procurement and Supply Management

SCMT-5693

Supply Chain Performance Management and Analytics

MKTG 5573

Advanced Marketing Analytics

MKTG 5583 SOCIAL MEDIA MARKETING

Course MKTG 5583 SOCIAL MEDIA MARKETING Not Found

MKTG 5413 SPECIAL TOPICS IN MARKETING

Course MKTG 5413 SPECIAL TOPICS IN MARKETING Not Found

Students must choose a minimum of three Marketing electives. Other elective courses may be approved by the MSM director.

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 9 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 5333**. ~~in MKTG 5563.~~ The student’s grade of B or above on the project will be considered a pass on the comprehensive exam.

Academic Standing ~~*Students who complete ISYS 5103 and Dismissal: Please see the Graduate School of nine 9-hour Business policy Analytics specialization will be eligible for more information. 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 9 hours required for the Business Analytics specialization.~~

~~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. M.S. in Marketing (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 M.S. (part-time), approval of the Program Director is required to enroll in more than six hours per semester.~~

Are Similar Programs available in the area?

No

Estimated Student 25

Demand for Program

Scheduled Program **2026-2027** ~~2021-~~

Review Date ~~2022~~

Program Goals and Objectives

Program Goals and Objectives

Program Goals and Objectives

The Sam M. Walton College of Business Master of Science in Marketing is designed **to provide professional preparation** ~~is~~ for **recent graduates and** early-career professionals who want **to** ~~to~~ receive advanced, specialized training in marketing. The degree is grounded in an understanding of the increasing complexity and breadth of **the disciplines related to** marketing **discipline.** ~~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 of the request

Description of specific change	Justification for this change
<p>Update admissions policy to reflect the newly approved GSB admissions policy.</p> <p>Change in core coursework from 21 to 15 hours and a change in elective coursework from 9 to 15 hours to reflect new course offerings with new faculty expertise. total change of 12 hours.</p> <p>Removed non-MKTG coursework from the elective list.</p> <p>Update to the comprehensive exam equivalent.</p>	<p>Overall program changes include a greater focus on marketing classes and a simplified program structure.</p> <p>Addition of MKTG 5343 and MKTG 5333 as core courses. Deletion of MKTG 5553, MKTG 5563, ISYS 5363 as core courses.</p> <p>Deletion of non-MKTG elective options under the 15 hours and inclusion of new MKTG courses MKTG 5583 and 5413. Removal of language referring to ISYS coursework option.</p> <p>Updated comprehensive exam course equivalence to MKTG 5333.</p>

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (04/07/22 9:54 am): MKTG 5343 Digital Marketing course has completed approval, so I swapped out the red box with the approved version.

Alice Griffin (agriffin) (04/07/22 9:55 am): Both MKTG 5583 and MKTG 5413 are working their way through approval at this time.

Alice Griffin (agriffin) (04/07/22 9:58 am): ATTENTION: Due to the changes to the admissions policy, this minor request will require campus approval.

Alice Griffin (agriffin) (04/07/22 9:59 am): Revised scheduled program review date.

Key: 792