

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 4.C.2

DATE: July 26, 2010

SUBJECT: New Site Request ~ DSU - BBA in Marketing, Internet

Dakota State University requests authorization to deliver its B.B.A. in Marketing using the Internet.

The new site request supports the Board's strategic goals and State initiatives:

- Educational Attainment: Increase college participation; increase number of graduates
- Economic Development & Quality of Life: Contribute to workforce development by offering programs off-campus and online.
- 2010 Education: Double the number of persons ages 25 and older engaged in postsecondary education. *Internet students are often age 25 and older.*

Dr. Wittmayer reported that the major is on the EUC plan and has been discussed by the committee.

RECOMMENDED ACTION

Provide comments to Dr. Gough for the COPS coversheet.

South Dakota Board of Regents
New Site: Request to Offer an Existing Degree Program

University	Dakota State University
Degree(s) and Program	BBA in Marketing
New Site(s)	Internet
Proposed Implementation (term)	Fall 2010

University Approval

To the Board and the Executive Director: I certify that I have read this request, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



4-1-10

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the need for this program in this site (these sites)? What is the expected demand for graduates in the site(s)?

Dakota State University requests authorization to deliver the Bachelor of Business Administration (BBA) in Marketing via distance (Internet). Because of the emphasis on economic development and entrepreneurship in the South Dakota economy, the University has received requests to make the program available to a wider audience. The BBA in Marketing provides students with a strong academic background in business administration, technology and marketing. Moving the marketing major to the Internet will provide access to students outside the Madison area and will contribute to workforce development.

The South Dakota Department of Labor's estimates and projections for marketing occupations are provided in the table below. The projected change in jobs between 2006 and 2016 varies from 9.1% to 32.4%. It appears that at least moderate job growth is expected in marketing occupations.

**South Dakota Occupational Projections, 2006-2016
 Selected Marketing Occupations**

SOC * Code	Occupational Title	2006 Base Number of Jobs	2016 Projected Number of Jobs	Percent Change	Jobs Due to Growth	Jobs Due to Replacement	Total Average Annual Demand
112021	Marketing Managers	85	100	17.6%	2	2	4
112022	Sales Managers	310	350	12.9%	4	7	11
112031	Public Relations Managers	55	60	9.1%	1	2	3
193021	Marketing Research Analyst	170	225	32.4%	6	1	7
273031	Public Relations Specialist	1290	1485	15.1%	20	10	30
413011	Advertising Sales Agent	595	745	25.2%	15	11	26

Source: SD DOL Labor Market Information Center web site, Accessed December 3, 2008.

<http://www.state.sd.us/dol/lmic/menuprojections.htm>,

* Standard Occupational Classification, U.S. Bureau of Labor Statistics. <http://www.bls.gov/soc>

Internet delivery of the DSU marketing major supports the Board’s strategic goals:

- Educational Attainment: Increase college participation; increase number of graduates
- Economic Development & Quality of Life: Contribute to workforce development by offering programs off-campus and online.

Internet delivery also supports several of the Governor’s 2010 education goals (URL: <http://www.2010education.com/GoalsAndObjectives.htm>):

- Goal 2: By 2010, South Dakota will be first in the nation for the percentage of students going on to college, technical school or advanced training.
- Goal 3: Objective 3B: Expand the number of citizens with postsecondary education and training by 20 percent by doubling the number of persons ages 25 and older engaged in postsecondary education.

2. Is any regental university authorized to offer a similar program at the new site(s)? Is any non-system institution offering a similar program at the new site(s)? If either answer is “yes,” identify the institution(s) and program(s) and explain why authorization is requested.

These regental institutions offer a BBA in marketing:

- Black Hills State University
- Northern State University
- University of South Dakota

No other regental institution is authorized to offer this degree program via Internet.

Dakota State University offers the BBA in marketing on campus and is authorized to offer the BBA in Management for Information Systems via Internet and at the University Center in Sioux Falls.

3. Are students expected to be new to the university or redirected from other programs or both? Complete the table and explain how the estimates were developed. How will the new site(s) affect enrollments in other campus and off-campus programs in the regental system?

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Students will be both new to the university and may be redirected from DSU’s face-to-face program. Non-traditional students particularly like the flexibility of online programs, which allow them to continue to live and work anywhere in the state while they’re completing their degree.

The on-campus program at DSU has strong enrollments, with 29 students in the program in fall 2009. An additional 18 students were double majors (primarily marketing and management combination). It is not expected that the distance-delivered program will have much impact on the campus enrollments.

BBA in Marketing -- Internet Delivery	Fiscal Years*			
	1st	2nd	3rd	4th
Estimated Enrollments	FY11	FY12	FY13	FY14
New to the university	7	12	12	12
Redirected from other programs	5	0	0	0
Continuing students	0	12	24	36
= Total in the program at the site	12	24	36	48
Credit hours, majors in program courses**	0	0	108	252
Graduates				12

* Do not include current year.

** This is the total number of credit hours generated from the required courses in the major (9 credits in Year 3 and 21 credits in Year 4).

4. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If any program modifications are requested, attach that form. Explain how the new courses will be delivered. Attach the new course request forms.

The curriculum for the degree program is provided in Appendix A. That table also includes a summary of the major-specific courses that are currently offered via Internet by Dakota State University and by the other regental universities.

A course delivery schedule has been developed by DSU to ensure that students have sufficient opportunities to complete the required degree program courses within a 4-year time period.

B.B.A in Marketing	Credit hours	Credit hours currently available from DSU via Internet	Credit hours currently available from other universities via Internet	Credit hours that need to be developed for distance delivery by DSU
System General Education Requirements	30	30	30	0
Institutional Graduation Requirements	11	11	0	0
<i>Subtotal, Degree Requirements</i>	41			
Business Administration Core	52	52	36	0
Major Requirements	21	9	15	12*
<i>Subtotal, Requirements of the Proposed Major</i>	73			
Free Electives	14	14	14	0
Total, Degree with Proposed Major	128	116	95	12

* DSU does not currently offer 4 of the required courses via distance delivery: BADM 474, BADM 475, BADM 476 and BADM 481. Two of these courses are already being delivered online by NSU; DSU is planning to develop the remaining two classes next summer. All of the BBA core courses and the elective courses are already delivered online, either by DSU and/or by other BOR institutions.

5. How will you provide student services comparable to those available for students on the main campus?

Because DSU has other distance-delivered programs, many of our student services are already available via distance (library, D2L training, etc.). Advising of marketing majors will be provided by university faculty via email, telephone or live chat.

6. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

The program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). The addition of another delivery point should not create any issues or additional costs.

7. Does the University request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy. If no exceptions are requested, enter "None."

None.

8. Costs, Budget & Resources Related to New Courses at the Site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, student services, etc needed to implement the program at the new site(s).

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Except for two core courses, all program requirements are already available via Internet, either from DSU or from one of the other regental institutions. (See the table included in Question 4 above and the information provided in Appendix A.) Course development costs are relatively low with faculty offered a \$3,000 summer grant to develop a 3-credit course. As a consequence, delivery of the program by Internet does not create significant course development or program delivery costs for the University. Other than the \$6,000 investment in course development grants, there should be no additional costs to the University resulting from approval of this request to deliver the degree program via the Internet.

APPENDIX A

BBA in Marketing

			Distance Delivery
System General Education Requirements			30 B, D, N, S, U
Institutional Graduation Requirements			11 D
Business Administration Core			52
ACCT 210	Principles of Accounting I	3	D, B, N, S
ACCT 211	Principles of Accounting II	3	D, B, N, S
BADM 220	Business Statistics	3	D, N
BADM 310	Business Finance	3	D, N, S, B
BADM 321	Business Statistics II	3	D, B
BADM 344	Business Communication	3	D, B
BADM 350	Legal Environment of Business	3	D, B, N, S
BADM 360	Organization and Management	3	D, B, N, S
BADM 370	Marketing	3	D, B, N
BADM 405	International Trade and Finance	3	D
BADM 425	Production & Operations Mgmt	3	D, B
BADM 482	Business Policy and Strategy	3	D, B, N
CIS 251	Business Application Programming	3	D
CIS 325	Management Information Systems	3	D
CSC 206-209	Adv. Computer Applications	3	D
ECON 202	Principles of Macroeconomics	3	D, S, B, N
MATH 121	Survey of Calculus	4	D
Marketing Major			21
BADM 474	Personal Selling	3	N
BADM 475	Consumer Behavior	3	To be developed by DSU
BADM 476	Marketing Research	3	N
BADM 481	Promotional Management	3	To be developed by DSU
ACCT/BADM/CIS/CSC/ECON/OED Electives			9 D, B, N, S, U
Electives			14
Total Major			128

B – Black Hills State University
 N – Northern State University
 S – South Dakota State University

D – Dakota State University
 T – SD School of Mines and Technology
 U – University of South Dakota