

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – C (4)

DATE: March 28-30, 2017

SUBJECT: New Certificate: USD Graduate Certificate in Marketing

The University of South Dakota (USD) requests authorization to offer a graduate certificate in Marketing. The certificate targets students already holding an MBA or those interested in gaining additional marketing skills through in-depth study of consumer behavior, new product development, branding, and related topics. USD reports strong employment growth trends for professional marketers nationally and within South Dakota. The certificate consists of 12 credit hours and existing courses.

USD is requesting authorization to offer the certificate online.

DRAFT MOTION 20170328_4-C(4): I move to approve USD’s graduate certificate in Marketing as described in Attachment I.



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	University of South Dakota
TITLE OF PROPOSED CERTIFICATE:	Marketing
INTENDED DATE OF IMPLEMENTATION:	Fall 2017
PROPOSED CIP CODE:	52.1401
UNIVERSITY DEPARTMENT:	Beacom School of Business
UNIVERSITY DIVISION:	Entrepreneurship, Management, and Marketing

University Approval

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

James N. Abbott

2/15/2017

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

- 1. Is this a graduate-level certificate or undergraduate-level certificate (place an "X" in the appropriate box)?**

Undergraduate Certificate Graduate Certificate

- 2. What is the nature/purpose of the proposed certificate?**

This certificate will use existing courses developed for the MBA program with Marketing specialization to allow potential students to benefit from in-depth study of consumer behavior, new product development, branding, and other topics relevant in today's dynamic market environment. The Marketing certificate can cultivate a more focused career path with strengths in creativity, market analysis, and strategic marketing. There are three main kinds of students we expect to attract to this program. First, students who already hold an MBA from USD who graduated before the MKTG specialization existed to supplement their coursework with more in-depth Marketing knowledge. Second, it may attract students who hold an MBA from another institution wishing to supplement their knowledge base with more in-depth marketing study. Finally, it may also attract students with an undergraduate degree who are interested in only enhancing their marketing knowledge without earning a full MBA. Students who pursue the MBA program and earn a transcribed MBA with Marketing specialization would not be eligible for this certificate program. Students will need to have at least one undergraduate Marketing course to be eligible as this is a prerequisite for courses in the program.

- 3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹**

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

The Beacom School of Business recently performed a survey of its students to ascertain which specializations students would have an interest in pursuing and which would help their desired career paths. Sixty-four of the program's nearly 300 students completed the survey. In this survey, nearly 40% stated marketing would be relevant to their desired career path. Presumably, students who already hold an MBA would also be interested in pursuing the coursework in the specialization; creation of a graduate certificate allows them this opportunity. The U.S. Bureau of Labor Statistics anticipates job growth for market research analysts to be 18.6% and marketing managers to be 9.4% over the next 8 years². Additionally, the South Dakota Department of Labor and Regulation estimates job growth for market research analysts and marketing specialists to be over 20.14% over the next 8 years.³ Typical jobs in this area include market researcher, market analyst, marketing consultant, marketing specialist, internet marketing manager, marketing administrator, marketing director, and VP marketing.

4. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

Initially, the targeted audience will be students who graduated with an MBA from USD but would like to have transcribed, in-depth knowledge of Marketing. Our MBA graduates will have already taken 1-2 courses from this list. Going forward, we may attract students who completed an MBA from another institution who are interested in a more in-depth understanding of Marketing or students who would like the knowledge but are not interested in an MBA program.

5. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):⁴

Prefix	Number	Course Title	Credit Hours	New (yes, no)
BADM	770	Managerial Marketing	3	No
MKTG	771	Advanced Consumer Behavior	3	No
Select Two of the Following				
MKTG	772	New Product Development	3	No
MKTG	548	Brand Management	3	No
DSCI	527	Supply Chain Management	3	No
DSCI	724	Data Mining for Managers	3	No
BADM	592	Approved Special Topics	3	No
Subtotal			12	

Background in foundation pre-requisite business courses is required before a student may be admitted to the certificate program. Students would at least need one undergraduate marketing course to be eligible to meet the prerequisites for the courses in this certificate. A graduate

² <https://data.bls.gov/projections/occupationProj>

³ <https://www.sdvlmi.com/vosnet/analyzer/results.aspx?session=oceproj&pu=1&plang=E>

⁴ Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

foundations course, undergraduate equivalent, or challenge exam is available for students who need to demonstrate prerequisite knowledge.

6. Student Outcome and Demonstration of Individual Achievement.⁵

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?

Students who complete this program will be able to apply concepts from marketing and consumer behavior to improve their firm's market position. Students will also have the opportunity to select two electives from a list to supplement this knowledge based on their specific needs. Additional topics students can choose from include new product development, brand management, supply chain management, and datamining.

B. Complete Appendix A – Outcomes using the system form. Outcomes discussed below should be the same as those in Appendix A.

See Appendix A.

7. On-line and Off-campus Delivery.⁶

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire certificate at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or seeks authorization to deliver the entire certificate through distance technology (e.g., as an on-line program)?

	Yes/No	<i>If Yes, list location(s), including the physical address</i>	<i>Intended Start Date</i>
Off-campus	No		

	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
Distance Delivery	Yes	Online	Fall 2017

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)?

	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
Distance Delivery	No		
Delivery Method (if applicable)			

8. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional*

⁵ Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

⁶ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.

Appendix A

Individual Student Outcomes and Program Courses

List specific individual student outcomes—knowledge and competencies—in each row. Label each column with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X the courses that will provide the student with an opportunity to acquire the knowledge or competency listed in the row. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.

Individual Student Outcome	Program Courses that Address the Outcomes				
	BADM 771	BADM 772	BADM 548	BADM 527	BADM 724
Students should be able to describe and apply psychological, sociological and cultural forces as they pertain to buyer behaviors.	*	*	*		
Students should be able to utilize analytical techniques that identify value propositions, improve market identification and demand forecasting.	*	*	*	*	*
Students should be able to utilize marketing principles to increase brand equity, consumer awareness and sales.		*	*		
Students should be able to use critical thinking skills to develop solutions for a wide variety of marketing problems.	*	*	*	*	*

Expand the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.