

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

AGENDA ITEM: 7 – C (5)

DATE: June 28-30, 2016

SUBJECT: New Specialization: USD Specialization in Marketing (Master of Business Administration)

USD requests authorization to offer a specialization in Marketing as part of the existing Master of Business Administration (MBA) degree program. The specialization requires 9 credit hours within the MBA curriculum. USD is requesting authorization to offer the specialization online as part of their existing online MBA program.

DRAFT MOTION 20160628_7-C(5): I move to approve USD’s specialization in Marketing as part of the existing Master of Business Administration (MBA) degree program as described in Attachment I.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS New Specialization

Only post the New Specialization Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

UNIVERSITY:	University of South Dakota
TITLE OF PROPOSED SPECIALIZATION:	Marketing
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	Master of Business Administration (MBA)
INTENDED DATE OF IMPLEMENTATION:	Spring 2017
PROPOSED CIP CODE:	52.1401
UNIVERSITY DEPARTMENT:	Beacom School of Business
UNIVERSITY DIVISION:	Entrepreneurship, Management, Marketing, and Law

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.

Elizabeth M. Freeburg

05/31/2016

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

1. Level of the Specialization (place an "X" in the appropriate box):

Baccalaureate Master's Doctoral

2. What is the nature/purpose of the proposed specialization?

The Beacom School of Business at the University of South Dakota seeks to add a Marketing specialization to meet the growing market demand for graduates with the ability to deduce consumer needs and effectively translate those needs into products and marketing campaigns. In addition to general business acumen, students and employers increasingly seek specialized knowledge. The general MBA requires students to take two elective courses. A Marketing specialization would replace these two electives with three specialized courses. A review of MBA programs with specializations indicate three courses in addition to a core curriculum is common with MBA specialization programs.

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

The BSB recently performed a survey of its students to ascertain which specializations would students would have an interest in and which would help their desired career paths. 64 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. Additionally, the BLS anticipates job growth in this area to be around 5% over the next 8 years.

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.

5. List the proposed curriculum for the specialization (including the requirements for completing the major):

Prefix	Number	Course Title (add or delete rows as needed)	Credit Hours	New (yes, no)
Foundation Courses (for students without prerequisites)				
ACCT	520	Foundations of Accounting	3	No
BADM	505	Foundations of Finance	3	No
BADM	520	Foundations of Calculus and Statistics for Business	3	No
BADM	523	Foundations of Operations Management	3	No
BADM	580	Foundations of Management and Marketing	3	No
ECON	580	Foundations of Economics	3	No
Foundation Courses Subtotal			18	
Advanced Courses				
ACCT	781	Managerial Accounting	3	No
BADM	710	Managerial Finance	3	No
BADM	720	Quantitative Analysis	3	No
BADM	760	Operations Management	3	No
BADM	761	Leadership Development	3	No
BADM	762	Business and Its Environment	3	No
BADM	770	Managerial Marketing	3	No
BADM	780	Strategic Management	3	No
ECON	782	Managerial Economics	3	No
Marketing Specialization:				
BADM	771	Advanced Consumer Behavior	3	Yes
Select Two of the Following				
BADM	772	New Product Development	3	Yes
BADM	548	Brand Management	3	Yes
BADM	527	Supply Chain Management	3	No
BADM	724	Data Mining for Managers	3	No
BADM	592	Approved Special Topics	3	No
Advanced Courses Subtotal			36	

Total number of hours required for completion of specialization

9

Total number of hours required for completion of major

36-54

Total number of hours required for completion of degree

33-60

6. Complete the following charts to indicate if the university intends to seek authorization to deliver the entire specialization at any off-campus location or intends to seek authorization to deliver the entire specialization through distance technology?²

	Yes	No	If Yes, list location(s)	Intended Start Date
Off-campus		X		
	Yes	No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery	X		Online	Spring 2017

7. Additional Information:

Adding this specialization involves creating three new courses to be offered online; one would be a requirement for all taking the specialization while the other two would be options. In addition to the courses serving the specialization, we also anticipate these courses will be popular for our general MBA students to take as electives.

² The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.