

SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – A (1)

DATE: June 10-11, 2015

SUBJECT: New Program: NSU Minor in Marketing

Northern State University (NSU) requests authorization to offer a baccalaureate minor in Marketing. NSU currently offers a Marketing major that is available online. The marketing minor will benefit students majoring in business-related fields as well as those in other fields who desire an academic background in creating, distributing, promoting, and pricing goods, services, and ideas to customers. Students who graduate with the minor are expected to find employment in business, non-profit work, and government organizations.

NSU reports steady growth in opportunities for marketing professionals with an average annual income in South Dakota of \$45,910; those working in sales with a marketing background typically earn \$53,000 to \$78,950. NSU expects to graduate four students per year with the minor after full implementation.

The proposed curriculum requires the addition of one new course and consists of 18 credit hours. NSU is not requesting new resources. NSU is requesting authorization to offer the Marketing minor through distance delivery (online).

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Approve NSU's new program proposal for a Minor in Marketing as described in Attachment I.

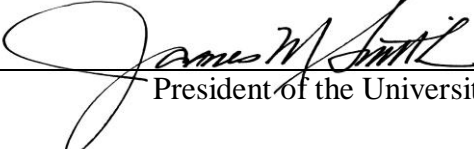
**South Dakota Board of Regents
New Baccalaureate Degree Minor**

Note: Use this form to propose a new baccalaureate degree minor that requires either existing or new courses. An academic minor within a degree program enables a student to make an inquiry into a discipline or field of study beyond the major or to investigate a particular content theme. It too should be organized around a specific set of objectives that are achieved through a series of courses. Minors are intended to provide limited competency in the subject. Course offerings in a minor may be centered in a specific department or drawn from several departments as in the case of a topical or thematic focus. Some specific requirements are included. Regental undergraduate minors typically consist of 18-24 semester credit hours. Flexibility typically is achieved by offering the student a choice from among a group of courses to complete the credits. Minors are established by Board of Regents action. The Executive Director or the Board may request additional information concerning proposals.

University:	Northern State University
Title of Proposed Minor:	Marketing
Degree(s) in which minor may be earned:	B.S.; B.A.; B.S.Ed.
Existing related majors or minors:	Marketing Major
Proposed Implementation (term):	Fall 2015
Proposed CIP Code:	521401

University Approval

To the Board 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.


3/17/15

 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. Do you have a major in this area? X Yes _____ No

2. If you do not have a major in this area, explain how the proposed minor relates to your mission.

Not applicable.

3. How will the proposed minor benefit students?

The marketing minor will benefit students majoring in business-related fields as well as communication, psychology, sociology, fine arts, English, and sports marketing and

administration by providing an overview of the marketing process. Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to customers. Students preparing for a career in business, non-profit work, and government organizations must engage in marketing to survive and grow. Marketing is needed to reach customers and provide products.

The function of marketing isn't just the job of the marketing department anymore. Organizations provide products that satisfy customers' needs through a coordinated set of activities by all employees within the organization. Production, finance, accounting, human resources, and marketing departments must work together to achieve the organization's goals.

For students majoring in Communication or English, a marketing minor is beneficial. The minor in marketing will help students know how to sell products and services using copywriting, technical writing, magazine writing, and online content. A marketing minor also helps writers have a better understanding of their target audience.

For students majoring in fine arts, a marketing minor along with talent and skill in graphic design becomes beneficial to employers who are selling goods and services.

Students with a marketing minor might take positions as market research analysts, market specialists, advertising sales agents, or telemarketers. The average annual pay for market research analyst and market specialist positions in South Dakota in 2013 was \$50,560 (SDBOR Occupational Wages Dashboard: <http://sdbor.edu/dashboards/SDBOROccupationalWages.html>). In 2013, the average annual pay for an advertising sales agent in South Dakota was \$45,910 while telemarketers averaged \$25,360 (SDBOR Occupational Wages Dashboard). If students take a position in sales in South Dakota, the average annual pay for sales representatives in 2013 for sales of services, wholesale, and manufacturing ranged from \$53,000 to \$78,950.

4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY16	FY17	FY18	19
Students in the minor (fall)	2	4	6	8
Completions by graduates	0	1	2	4

* Do not include current year.

These estimates are based on the number of students pursuing majors in Marketing and Management, enrollment in the courses required for the minor, and feedback from the academic advisor about student interest. Students majoring in Management are likely to have the most interest in the minor, but students majoring in quantitative business majors (i.e. Accounting and Finance) and fine arts may also add the minor.

5. What is the rationale for the curriculum?

Students preparing for a career in business, non-profit work, and government organizations must engage in marketing in order to reach customers, donors, and constituents while providing goods and services that these stakeholders want. The marketing minor will provide students with an overview of the marketing process. Coursework will include Principles of Marketing, Marketing for e-Commerce, Consumer Behavior, Marketing Research, Integrated Marketing Communications, and Marketing Management.

The Principles of Marketing course introduces the student to the basic concepts and practices of modern marketing. Marketing for E-Commerce considers the theories and processes that guide the marketing of goods and services electronically. The program review team report (July 2013) recommended inclusion of online marketing, specifically stating, “Online marketing research is important for students to learn, especially in the current global economy.” (Source: Program Review for the Marketing Program at Northern State University, July 2013) In Consumer Behavior, students will study the various factors that influence consumers in their decisions relative to buying, using and disposing of goods, services and ideas. In Marketing Research, students will learn the process for gathering information needed to make marketing decisions. The Integrated Marketing Communications course will include public relations, media relations, advertising, and promotion. In Marketing Management, students will learn how to manage marketing strategies and the marketing mix.

6. Complete the tables below. Explain any exceptions to BOR policy being requested.

A. Distribution of Credit Hours

Marketing Minor	Credit Hours	Percent
Requirements in Minor	18	100%
Electives in the Minor		
Total		100%

B. Required Courses in the Minor

Prefix	Number	Course Title	New*	Hours
BADM	370	<i>Marketing</i>	N	3
BADM	378	<i>Marketing for E-Commerce</i>	Y	3
BADM	475	<i>Consumer Behavior</i>	N	3
BADM	403	<i>Integrated Marketing Communications</i>	N	3
Choose 2:				
BADM	459	<i>Marketing Analytics</i>	N	3
BADM	471	<i>Marketing Management</i>	N	3
BADM	474	<i>Personal Selling</i>	N	3
BADM	476	<i>Marketing Research</i>	N	3
BADM	478	<i>International Marketing</i>	N	3
		Subtotal, required		18

* New: Y= yes, N = no.

C. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor. (If the list of existing courses is long, it may be provided as Appendix A.)

7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?

Student Outcomes	Required Courses				Elective Courses (Students will choose two)				
	BADM 370	BADM 378	BADM 475	BADM 403	BADM 459	BADM 471	BADM 474	BADM 476	BADM 478
Graduates will demonstrate the ability to apply and synthesize the marketing function of a business to make sound marketing decisions.	X	X			X	X		X	X
Graduates will be able to access, use and evaluate information in business decision making.	X		X		X	X		X	X
Graduates will be able to communicate effectively with internal and external stakeholders in various forms.	X	X		X		X	X		X
Graduates will understand the internet, social media and other e-marketing technologies.		X		X					
Graduates will be able to discuss the internal dynamics of consumers.	X		X	X		X	X		X

8. What instructional technologies will be used to teach courses in the minor? *This refers to the instructional technologies used to teach the new courses in the minor and NOT the technology applications students are expected to learn.*

The Marketing minor will utilize currently offered courses in the Marketing major and faculty. A variety of traditional and innovative technologies will be utilized to teach the courses including, lecture, class discussion, individual and small group activities, field trips and field experiences, internships and service learning projects.

9. Is the University is requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain. *If off-campus or distance delivery authorization is not requested, enter "None."*

Yes, the marketing minor will be offered via distance delivery. The marketing major is currently offered via distance delivery.

10. Costs, Budget & Resources: 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, etc needed to implement the minor.

The Marketing minor will utilize currently offered courses in the Marketing major taught by existing faculty. The only new course is BADM378, which will be taught by existing faculty.

11. Additional Information *Additional information is optional. Use this space to provide information not requested above.. Limit the number and length of additional appendices. Identify appendices with capital letters. Letters of support are not necessary and are rarely included with Board materials. This item may be deleted if it is not used.*