

**NEW, REVISED, OR DELETED PROGRAM COVER SHEET
2005-2006
University Curriculum Committee
Undergraduate Programs (Majors, Minors, Sequences)**

DEPARTMENT/SCHOOL MARKETING _____

DATE SEPTEMBER 19, 2005

A. Proposed Action: (more than one item may be checked if a revision).

- _____ New Major CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- _____ New Minor CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- X New Sequence
- _____ Change in requirements for major
- _____ Change in requirements for minor
- _____ Change in requirements for sequence
- _____ Other program revisions
- _____ More than 50% of courses in this program are distance education.
- _____ Program deletion

B. Summary of proposed action (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

Integrated Marketing Communication Sequence

C. Routing and action summary:

<p>1. _____ Date Approved Department/School Curriculum Committee Chair</p>	<p>4. _____ Date Approved College Dean</p>
<p>2. _____ Date Approved Department Chair/School Director</p>	<p>5. _____ Date Approved Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)</p>
<p>3. _____ Date Approved College Committee Chair</p>	<p>6. _____ Date Approved University Curriculum Committee Chair (8 copies to UCC Secretary, Moulton 108A)</p>

Submit 8 copies of **NEW** Undergraduate proposals to University Curriculum Committee

Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for website posting.**

3/05

Catalog Copy

Integrated Marketing Communication Sequence:

— The 43 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 121 or 145.

— Marketing major required courses (9 hours): MKT 231, 232, 338.

— Required sequence courses: MKT 233, 333

— Integrated Marketing Communication elective courses: (9 hours selected from): MKT 234, 331, 332, 339.09, 398.04. Students can count one of the following three Communication classes: COM 111, COM 202, COM 227; NOTE: Up to 3 hours of MKT 297 and 398.04 may be counted as part of the 9 hours listed above.

— The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

— At least 60 of the 120 hours required for graduation must be in courses other than business (ACC; BTE; FIL; INB; MKT; and MQM). Up to nine hours of economics and up to six hours of statistics courses may be counted as non-business courses.

**New Program Description
And Explanation
For the Integrated Marketing Communication Sequence**

Institution: ILLINOIS STATE UNIVERSITY

Department: DEPARTMENT OF MARKETING

College: COLLEGE OF BUSINESS

New Program Title: INTEGRATED MARKETING COMMUNICATION SEQUENCE

Date of Implementation: FALL 2006

Description of Proposed Program: Adding a sequence to the Marketing degree program in Integrated Marketing Communication. The program will consist of three required courses in Marketing and two required and three elective courses for the sequence.

Rationale for Proposal: The addition of a sequence in Integrated Marketing Communication was part of a departmental strategic plan that was first developed in 2001. As the Marketing department either replaced or was allowed to add tenure track faculty, the department included in its priority to hire a faculty member with an interest in teaching and research in the integrated marketing communication area. Over the past several years, the number of faculty who are assigned to teach integrated marketing communication has grown from two to four faculty members. As such, the number of faculty members is sufficient to meet the scheduling needs for the sequence.

In addition, the key courses for the proposed sequence in Integrated Marketing Communication have been offered in the Department of Marketing since before its existence as a separate department in 1985. Also, marketing majors at Illinois State University have had the ability to select the Integrated Marketing Communication as an unofficial career track since 1987.

Finally, the IMC (Integrated Marketing Communication) area of Marketing continues to draw a significant number of students to our programs and to the Marketing major at ISU. Our IMC classes have drawn a consistent number of students for the last decade and over the past five years represents approximately 31% of our marketing majors.¹ Not only are students interested in the IMC fields, but the area offers a wide range of professional opportunities, with strong growth projections. *Fast Company* listed "Advertising and Promotions Manager" as one of the top 25 jobs for 2005.² According to the U.S. Bureau of Labor Statistics, these managers were found in virtually every industry.³ IMC employment opportunities are expected to increase faster than the average for all occupations through 2008.⁴

In the field of Direct Marketing alone (just one area of IMC), job growth in the last decade has been tremendous. According to the Direct Marketing Association, "Changes in demographics, advances in technology, the popularity of the Internet, the advent of E-commerce, and increases in bandwidth are causing businesses to re-think their business practices. Career opportunities are vast. The rapid growth of direct marketing has led to a shortage of qualified talent. The individual possessing a basic knowledge of "direct" techniques stands a chance to enjoy a great career."⁵

The development of these additional IMC electives, "IMC Creative Strategy and Design" and "Support Strategies for IMC," will strengthen the core competencies of our IMC students. These electives will also enhance the learning outcomes and experience in our current two course sequence MKT 233 and 333, which culminates in a client project. Giving our IMC students the opportunity to add depth to their IMC expertise will certainly enhance the value of their degree, and their ability to make significant contributions as professionals and ISU alumni.

In addition, the number of student internship in integrated marketing communication has greatly increased in the past five years. Lastly, the faculty members in integrated marketing communication have continued to develop relationships with integrated marketing communication practitioners which should be beneficial in developing additional internships for students and placement opportunities for graduates.

Now that the number of faculty who are trained in the area of Integrated Marketing Communication has reached a program sustainable number, the department believes it to be important to formally recognize the efforts of these faculty and students by formalizing the Sequence in Integrated Marketing Communication.

Expected Impact on Existing Campus Programs: The department believes the new sequence will not impact any other department or program across campus. We have conferred with the Chairperson for the Department of Communications with regard to the new sequence and support to provide seats the three Communication courses listed as electives in the sequence, and a letter of their support is attached.

Expected Curricular Changes: There are two new courses that are being proposed as part of this New Sequence Proposal. Those two course proposals are: 1: MKT 331 – Support Strategies for IMC; and 2) MKT 332 Creative Strategy Design

Milner Library Resources: Milner Library has been contacted (Kay Weir, Business Librarian). The annual budget for all of business and economics is \$312,389, of which \$176,055 is for periodicals and \$15,750 is for electronic resources. There is no feasible way to isolate what was spent on books in the sub-areas of integrated marketing communication in a given year. Insomuch integrated marketing communication has existed as an unofficial career track for number of years, and the key courses have been taught for a number of years, the library resources are already in place. It is not anticipated that any additional library resources will be required.

Anticipated Staffing Arrangements: The faculty who currently teach the integrated marketing communication courses will also teach the proposed courses. In addition, the number of students who are allowed to declare IMC as a sequence will be limited. As such, current staffing is sufficient to meet the requirements of the sequence.

Anticipated Funding Needs: No additional funds will be required. An analysis of the number of excess seats currently available to Marketing students (including current course offerings, the addition of a replacement faculty member whom we are currently searching for, the number of internships completed in the year, and the number of seats the Department of Communications will reserve for our students), it is projected that there will be approximately 728 seats made available for approximately 380 junior/senior marketing majors. In addition, the number of available seats is even larger if one considers the number of students who will take one or more courses that are offered during the two Summer sessions. Couple this information with the fact that demand for Marketing course will probably decline due to the requirements for the BUA major were recently change. BUA majors would typically take 2-3 Marketing courses during their junior and senior year, with a good percentage of them double majoring in Marketing due to the ability to double count courses for both degrees. Since the change in the BUA curriculum, BUA majors are now required to take just one Marketing class, MKT 232. As such, the overall demand for junior and senior level Marketing courses should decline. As such, it appears the proposed changes in the Marketing degree program will not require any additional funding requirements.

1. ISU Marketing Department Data 1995-2005.
2. Quinn, Matt, "The 25 Top Jobs for 2005," *Fast Company*, (December), 2004.
3. U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, September 2005, <http://www.bls.gov/oco/ocos020.htm>
4. www.careers-in-marketing.com/adsal.htm, "Advertising and Public Relations Salaries," August 8, 2004
5. The Direct Marketing Association, September, 2005, www.the-dma.org.

