

Note: The online version of this proposal can be viewed at <https://Registrar.IllinoisState.edu/CurriculumForms>

New Undergraduate Program (Majors, Minors, Sequences) Proposal Illinois State University - University Curriculum Committee

Program Department Marketing **Submission Date** Friday, July 18, 2014
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Initiator Department Marketing
Coauthor(s) Timothy Longfellow (longfel@ilstu.edu), Horace Melton (hmelto@ilstu.edu), Bryan Hosack (bhosack@ilstu.edu), Kimberly Judson (kmjuds2@ilstu.edu) **Version** 4
Title of New Program Advanced Marketing Analytics Sequence
Proposed Starting Catalog Year 2016-2018

Associated Course Proposal(s):

New Course proposal MKT 245 titled *Introduction to Marketing Analytics*
 New Course proposal MKT 345 titled *Advanced Marketing Analytics*

1.

Proposed Action

New Major
 New Minor

Major CIP Code 083.04

✓ New Sequence

More than 50% of courses in this program are Distance Education

No Is this program an Integrated Bachelors/Masters degree program?

Sequence Major Marketing

2. Provide *Undergraduate Catalog* copy for new program.

Advanced Marketing Analytics Sequence:

- The 44 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 190 or 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 120, 121, 144 or 145.
 - Marketing major required courses (9 hours): MKT 231, 232, 338.
 - Required sequence courses (9 hours): ACC 271 or IT 244; MKT 245, 345.
 - Advanced Marketing Analytics elective courses (9 hours selected from): ACC 263, 366; GEO 303; IT 344; MKT 311, 339.13, 398.05 (3 hours). **NOTE:** Up to 3 hours of MKT 287, and 398.05 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.
 - All courses required in the major must be completed with a grade of C or better.
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3. Provide a description for the proposed program.

Advanced Marketing Analytics is a sequence that will provide marketing majors with an opportunity to gain deeper proficiency and comfort with data analysis. The sequence is designed to provide the student with exposure to understanding the use of big data, statistical analyses, and marketing strategy in order to make better informed decisions for business.

4. Provide a rationale of proposed program.

The use of analytics is expected to grow rapidly. Companies will need employees who understand the data available to them. A study from McKinsey & Co. found that by 2018, the U.S. will face a shortage of 1.5 million managers who can use data to shape business decisions. (WSJ 2011). This sequence will provide skill development, introduction and use of contemporary analytical tools, and context that will be useful for future workers to manage effectively.

5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

There could be some effect on ACC, IT, and GEO, as these departments will be offering a required course (ACC and IT) and at least one elective course. All of these departments have reviewed the proposal and have provided letters of support for the sequence. Through the admission process into the sequence and minor, enrollments should be controlled to minimize the effects of over-enrollments. The required course can be offered by ACC or IT, so the size of the impact on any one department should be minimized. In addition, there are a number of elective alternatives for the major and minor, so the effect on class sizes for any course should be minimized.

6. Provide a sample four year plan of study demonstrating that a student could realistically complete the program requirements in a specific number of semesters.

MARKETING

ADVANCED MARKETING ANALYTICS SEQUENCE

FOUR YEAR PLAN OF STUDY

FIRST YEAR

1st Semester HRS

MAT 120 Finite Mathematics 4

ENG 101 Language & Composition 3

* BUS 100 Enterprise 3

Tier I General Education 3

Tier I General Education 3

Total Semester Hours 16

2nd Semester HRS

* ECO 105 Prin. of Economics 4

* MAT 121 Applied Calculus 4

COM 110 Language & Comm. 3

Tier I General Education 3

IT 150 or MS competency 3

Total Semester Hours 17

SECOND YEAR**1st Semester HRS**

* ACC 131 Financial Accounting 3
 * MQM 100 Statistical Reasoning 3
 ENG 145.13 Lang. & Comp. II Writing for Bus. 3
 Tier I General Education 3
 Tier I General Education 3
Total Semester Hours 15

2nd Semester HRS

* ACC 132 Managerial Accounting 3
 FIL 185 Legal, Ethical, Social Environ of Bus 3
 MKT 190 MKT Fundamentals & Career Choices 3
 Tier I General Education 3
 University Wide Elective 3
Total Semester Hours 15

THIRD YEAR**1st Semester HRS**

MKT 232 Marketing Research 3
 FIL 240 Business Finance 3
 ACC 270 Information Systems in Org. 3
 Tier II General Education 3
 University Wide Elective 3
Total Semester Hours 15

2nd Semester HRS

MQM 227 Operations Management 3
 MKT 245 Introduction to Marketing Analytics 3
 ACC 271/IT 244 Introduction to Business Analytics 3
 MKT 231 Buyer Behavior 3
 MQM 220 Business Org & Management 3
Total Semester Hours 15

FOURTH YEAR**1st Semester HRS**

MQM 385 Organizational Strategy 3
 MKT 345 Adv. Marketing Analytics 3
 Marketing Analytics Elective 3
 University Wide Elective 3
 Tier II General Education. 3

Total Semester Hours 15

2nd Semester HRS

MKT 338 Strategic Marketing Management 3
 Marketing Analytics Elective 3

Marketing Analytics Elective 3
 Tier II General Education 3
 University Wide Elective 3
Total Semester Hours 12

7. Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:

Marketing majors will be able to substitute a course for MKT 230 during the second semester of their sophomore year (MKT 190 - Marketing Fundamentals and Career Choices. (This is a new course in the curriculum).

Creation of two new marketing courses - Introduction to Marketing Analytics (MKT 245) and Advanced Marketing Analytics (MKT 345)

Creation of one new accounting course - Introduction to Business Analytics (ACC 271)

8. Anticipated funding needs and source of funds.

No additional financing is requested. A number of courses are already in the curriculum. The new MKT 190, MKT 245 and MKT 345 courses will be covered by current faculty with expertise in the area. The current NTT budget should allow the department to cover any other coverage issues. We do not anticipate that this new major will bring large numbers of new marketing majors into the program. It will provide a different career option for marketing majors who are more quantitatively focused. In addition, through the admission process into the sequence and minor, enrollments will be monitored to minimize the effects of over-enrollment.

9. No Does this program count for teacher education?

10. No Is this an Interdisciplinary Studies program?

11. The following questions must be answered.

Yes Have you confirmed that Milner Library has sufficient resources for the proposed program?

No Are more than 124 hours required to complete a degree with this major?

Yes Beyond General Education, does the major require more than 62 semester hours?

Rationale for mandating over 62 hours in the major. [Required Hours Policy](#)

Due to the complexity and breadth of knowledge required for graduates to be marketable in the area of marketing analytics, the Advanced Marketing Analytics sequence requires 64 hours.

No Does this sequence (if in a major) require more than 55 semester hours of major courses?

No Does this program stipulate specific general education courses offered in the major department/school as a part of the major requirements only if such courses serve as prerequisites for other courses required by the major?

No Is the proposed program intended to be longer than four years (as indicated by the plan of study)?

Yes Have letter(s) of concurrence from affected departments/schools been obtained?

A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.

12. Routing and action summary for New Program:

[Proposal Routing](#)

1. **Marketing Department Curriculum Committee Chair**

<i>Kimberly Judson (website)</i>	Kimberly Judson	3/18/2014 2:56:04 PM
Signature	Print	Date

2. **Marketing Department Chair/School Director**

<i>Timothy Longfellow (website)</i>	Timothy Longfellow	3/18/2014 3:09:24 PM
Signature	Print	Date

3. **College of Business College Curriculum Committee Chair**

<i>Edgar Norton (website)</i>	Edgar Norton	4/23/2014 8:54:49 AM
Signature	Print	Date

4. **College of Business College Dean**

<i>Gerald McKean (website)</i>	Gerald McKean	4/23/2014 9:50:50 AM
Signature	Print	Date

5. **University Curriculum Committee Chair**

<i>Mark Temple (website)</i>	Mark Temple	9/24/2014 9:31:07 AM
Signature	Print	Date

All new programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate