

Plan of Study for Marketing Analytics Masters							
							Credit Hrs
First Year	Fall	MBA 416	Applied Tools for Business Decision making			3	
		BIS 471	Advanced Business Analytics			3	
		MBA 430	Advanced Marketing Management			3	
	Spring	MKT 445	Advanced Marketing Analytics			3	
		MKT 440	Brand Management & Analytics			3	
		MKT 411	Marketing and Sales Forecasting			3	
		Summer	MKT 498	Summer Internship in Analytics			3
Second Year	Fall	MKT 499	Master's Thesis			3	
		Select <u>two</u> electives from the following:				6	
		MKT 414	Developments in Advanced Marketing Analytics (3 credit hours)				
		BIS 420	Programming for Data Science (3 credit hours)				
		BIS 466	Advanced Business Data Management (3 credit hours)				
		IT 452	Data and Information Visualization (3 credit hours)				
	Spring	MKT 499	Master's Thesis			3	
		Select <u>one</u> elective not previously taken from the following:				3	
			MKT 414	Developments in Advanced Marketing Analytics (3 credit hours)			
			BIS 420	Programming for Data Science (3 credit hours)			
			BIS 466	Advanced Business Data Management (3 credit hours)			
	IT 452	Data and Information Visualization (3 credit hours)					
Total Credit Hours						36	
Course Directory - All Courses							
https://coursefinder.illinoisstate.edu/directory/							

**ILLINOIS STATE UNIVERSITY REQUEST
FOR NEW PROGRAM APPROVAL
*Financial Implication Form***

Purpose: Proposed new undergraduate and graduate programs (degrees, sequences, minors, and certificates) must include information concerning how the program will be financially supported to proceed through the curricular process.

Procedure: This completed form is to be approved by the Department/School Curriculum Committee chair, department chair/school director, college dean, and Provost prior to submission of the proposal to the College Curriculum Committee.

Definition: A "program" can be a degree, a sequence within a degree, a minor, or a certificate. This form is to be used for both undergraduate and graduate programs.

Complete the following information:

Department: Marketing

Contact person: Horace Melton

Date: August 23, 2021

Proposed new program: Master of Science in Marketing Analytics

(Note: if the proposed program is a sequence, please indicate the full degree it is housed within)

BRIEF DESCRIPTION OF THE PROPOSED PROGRAM

The proposed Master of Science in Marketing Analytics is designed to provide the students with both broad and deep technical skills in Marketing Analytics as marketing positions continue to evolve into a technical role within an organization. The Marketing Analytics Master's degree emphasizes the quantitative and analytical side of marketing managerial decision-making, and provides breadth of coverage to include advanced data management and other business analytics foundations. The 36-hour Marketing Analytics Master's degree is an expansion of the current 12-hour Business Analytics Graduate Certificate Program offered by the Department of Marketing. By building on existing MBA courses, and adding new topics, the Master's degree thoroughly trains students in use of business analytics to power data-driven, customer-centric decisions. The proposed course sequence for the Marketing Analytics Master's degree is found in the Appendix.

According to the U.S. Bureau of Labor Statistics the expected growth rate of jobs from 2019 to 2029 for Market Research Analysts is 18%, which is substantially higher than the 4% growth rate expected for all occupations. As of 2019 there were 738,100 jobs in the U.S. in that category, and 130,300 jobs are expected to be added by 2029. <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm#tab-1> The Department of Labor has similar positive forecasts for growth in various jobs in data analytics from 2019 to 2029:

Operations Research Analysts (25% increase) <https://www.bls.gov/ooh/math/operations-research->

[analysts.htm#tab-2](#)

Management Analyst (11% increase) <https://www.bls.gov/ooh/business-and-financial/management-analysts.htm#tab-2>

Further evidence of demand for data analytics professionals graduating from the Marketing Analytics Master's program can be found at this link. <https://www.indeed.com/q-Data-Analyst-l-Illinois-jobs.html>
There are over a 1,000 data analyst jobs in Illinois listed on Indeed.com.

Marketing is continuing to evolve into a data-driven career, with fastest growing skills involving technology. <https://www.pearson.com/pathways/areas-work-study/marketing-communications/marketing-analyst-career.html>

ENROLLMENTS

In the table below, summarize enrollment and degrees conferred projections for the program for the first- and fifth-years of operation. If possible, indicate the number of full-time and part-time students to be enrolled each fall term in the notes section. If it is not possible to provide fall enrollments or fall enrollments are not applicable to this program, please indicate so and give a short explanation.

TABLE
1

STUDENT ENROLLMENT AND DEGREE PROJECTIONS FOR THE PROPOSED PROGRAM		
Category	Year One	5 th Year (or when fully implemented)
Number of Program Majors/Minors (Fall Headcount)	25	40
Annual Full-time-Equivalent Majors/Minors (Fiscal Year)	Same as above	Same as above
Annual Number of Degrees Awarded	0	30

Add any relevant notes for the enrollment table 1 (Students are to be enrolled in a cohort; all students will be enrolled part-time; etc.) as an attachment.

There are two tracks to the Master's program: (1) the external track where students enroll in the full two year graduate program, and (2) the internal track (4+1 accelerated program) in which students complete master's requirements in one year based in part on work done as an undergraduate. So, for Year One we project a 25 student total full-time enrollment in the Master's program, with 15 of that number coming from the accelerated program, and 10 students enrolling through the external track. By Year Five we anticipate total full-time enrollment of 40 students with 30 degrees awarded that year.

Budget Rationale (as an attachment; include corresponding data in Table 2)

Provide financial data that document the department or school's capacity to implement and sustain the proposed program and describe the program's sources of funding.

- a. Is the unit's (College, Department, School) current operating budget (contractual, commodities, equipment, etc.) adequate to support the program when fully implemented? If "yes", please explain. If new resources are to be provided to the unit to support the program, what will be the source(s) of these funds? **[Table 2 – Section 1] Yes. The software and technical support for the marketing analytics courses are provided by the university or textbook publisher (e.g., SPSS, SAS, ForecastX). Other software is open source (e.g., R, Python).**
- b. What impact will the new program have on faculty assignments in the department? Will current faculty be adequate to provide instruction for the new program? **Current faculty will have an opportunity to teach graduate marketing analytics courses. The proposed master's degree would add two new graduate courses offered by the Department of Marketing, plus advising for master's thesis projects. The current three Marketing Analytics faculty plus one Sales faculty who teaches an analytics course would be the primary instructors and advisors for the master's program.**

Will additional faculty need to be hired, either for the proposed program or for courses faculty of the new program would otherwise have taught? If yes, please indicate whether new faculty members will be full-time or part-time faculty, tenure track or non-tenure track faculty. **No. Initial planning on the program can proceed with current TT staffing. But the Department of Marketing will request a TT hire no later than in the Spring 23 cycle, and if approved, a new hire would begin no later than Year 2 of the master's program (Fall 24). The proposed master's degree would add two new graduate courses, and as the program grows, we will need an additional faculty member with a terminal degree to teach the new graduate courses and at least one undergraduate marketing analytics section.**

[Table 2 – Section 2]

- c. Will current staff be adequate to implement and maintain the new program? If "yes", please explain. Will additional staff be hired? Will current advising staff be adequate to provide student support and advisement, including job placement and or admission to advanced studies? If additional hires will be made, please elaborate. **[Table 2 – Section 2] Yes. Initially, current staffing would be adequate to administer the program. We request a graduate coordinator compensated with a course release beginning in Year 5 of the program, or earlier if the program experiences significant growth in enrollment.**
- d. Are the unit's current facilities adequate to support the program when fully implemented? Will there need to be facility renovation or new construction to house the program? (For a new degree program describe in detail the facilities and equipment available to maintain high quality in this program including buildings, classrooms, office space, laboratories, equipment and other instructional technologies for the program). **[Table 2 – Section 3] Current facilities in the State Farm Hall of Business are adequate to support the program when fully implemented. Much of the Master's program draws on MBA, Accounting and Marketing courses already offered. The few additional**

courses required for the program will be adequately supported by existing facilities, equipment and software.

- e. Are library resources adequate to support the program when fully implemented? Please elaborate. **Yes, library resources are adequate to support the program when fully implemented. The resources needed are similar to what our current marketing analytics courses draw on.**
- f. Are there any additional costs not addressed in items a. – d.? If “yes” please explain.
[Table 2 – Section 4] There are no additional costs.
- g. Are any sources of funding temporary (e.g., grant funding)? If so, how will the program be sustained once these funds are exhausted? **No.**
- h. If this is a graduate program, discuss the intended use of graduate assistantships and where the funding for assistantships would come from.

We are not requesting funding for Graduate Assistant positions at this time.

Table 2: RESOURCES REQUIREMENTS

TABLE 2




ESTIMATED COSTS OF THE PROPOSED PROGRAM- Only new resources not currently available to the program			
Category	Unit of Measurement	Year One	5th Year (or when fully implemented)
Section 1: Operating Expenses			
Including but not limited to: Contractual, Commodities, Equipment, etc. Travel and start-up support for new faculty hire	\$	\$	\$
Section 2: Personnel			
Faculty	FTE	#	# no additional faculty requested
Faculty NTT hire to allow for one semester per year course release for TT graduate coordinator beginning in year 5	\$	\$	\$ 6,000
Other Personnel Costs – All Staff excluding Faculty	\$	\$	\$
Section 3: Facilities			
Including but not limited to rental, maintenance, etc.	\$	\$0	\$0
Section 4: Other Costs (itemized)			
•	\$	\$	\$ no additional costs

Approved by Academic Senate
March 6, 2013

Total	\$	\$0	\$6,000
--------------	-----------	------------	----------------

Note: The Department of Marketing will request a TT hire in the Spring 22 cycle, and if approved, a new hire would begin in Year 1 of the master's program (Fall 23), with an anticipated nine-month salary of \$135,000. If not approved, we will request a TT hire in the Spring 23 cycle, and if approved, the new hire would begin in Year 2 of the master's program (Fall 24), with an anticipated nine-month salary of \$135,000.

Routing and action summary – In sequential order:

1. 	8-26-21
Department/School Curriculum Committee Chair	Date Approved
2. 	8-28-21
Department Chairperson/School Director	Date Approved
3. 	8/27/2021
College Dean	Date Approved
4. 	9/10/21
Provost	Date Approved
5. _____	_____
College Curriculum Committee Chairperson	Date Approved
6. _____	_____
Teacher Education Council Chair	Date Approved
7. _____	_____
University Curriculum Committee Chairperson	Date Approved

Once approved, include this form with the curricular proposal for the new program.

Notes

1. Master of Science in Marketing Analytics Projected Student Enrollment

Category	Year 1	Year 2	Year 3	Year 4	Year 5
External track entering	10	10	10	10	10
Internal track entering	15	15	20	20	20
Total fall headcount	25	35	40	40	40
Degrees awarded	15	25	30	30	30

2. The program is amenable to considering an online option once the F2F Master's program is running successfully.
3. The Master of Science in Marketing Analytics program will seek STEM designation to make the degree even more attractive to international students seeking to work in the United States. The designation will allow students to work in practical training for a substantially longer period of time (three years as opposed to one year of OPT, Optional Practical Training, to work in the U.S.) after completing their degree.

Appendix

Course Sequence for Department of Marketing Master of Science in Marketing Analytics

The Master's degree is expansion of the current 12 credit hour Business Analytics Graduate Certificate Program <https://illinoisstate.edu/catalog/graduate/marketing/>

The Master's degree incorporates existing MBA and graduate Accounting/BIS courses, plus new graduate versions of two current undergraduate courses,

Total required hours for the Master of Science in Marketing Analytics: 36 credit hours

First Year Fall Semester (9 credit hours)

- MBA 416 Applied Tools for Business Decision making
- ACC 471 Advanced Business Analytics (online)
- MBA 430 Advanced Marketing Management

First Year Spring Semester (9 credit hours)

- MKT 445 Advanced Marketing Analytics
- MKT 440 Brand Management & Analytics
- MKT 411 Marketing and Sales Forecasting (new graduate version of current undergraduate course – syllabus completed)

Summer between 1st and 2nd years (3 - 6 credit hours)

- MKT 498 Summer Internship in Analytics (3 hours), and/or
- MKT 499 Master's Thesis (3 credit hours)

Second Year Fall Semester (9 credit hours)

- MKT 412 Data Management for Marketing Analytics (create graduate version of current undergraduate course), or substitute IT 478 - Advanced Database Management or ACC 466 - Advanced Business Data Management
- ACC 473 Integrated Business Processes in an Enterprise System - SAP course (petition ACC for access), or
- ACC 453 Advanced Forensic Analytics (petition ACC for access – currently for Accounting BIS and MBA majors only)

Second Year Spring Semester (3 - 6 credit hours)

- MKT 499 Master's Thesis (3 - 6 credit hours)
- MKT 498 Internship in Analytics (3 hours if not completed in previous semester)

**Approval for IT 452 from Traci Carte, Director
School of IT**

From: Carte, Traci <tacart3@ilstu.edu>
Sent: Monday, November 22, 2021 10:41 AM
To: Melton, Horace <hmelto@ilstu.edu>
Subject: Re: Marketing Analytics Masters Program Proposal

Yes, I'm in agreement

Traci Carte
Director, School of IT
Illinois State University

From: Melton, Horace <hmelto@ilstu.edu>
Sent: Monday, November 22, 2021 11:40:33 AM
To: Carte, Traci <tacart3@ilstu.edu>
Subject: Re: Marketing Analytics Masters Program Proposal

Good morning Traci,

We are working toward completing our proposal for the Marketing Analytics master's degree, and I'm writing to ask if you are in agreement with our including IT 452 as one of the elective options for our year two masters students. The degree program would begin in Fall 2023 at the earliest, and students would begin their electives in Fall 2024. Please let me know if you agree to our including IT 452, or whether you have additional questions for us.

Thanks,
Horace

**Approval for BIS 471, BIS 420, BIS 466 from Debbie Seifert, Chair
Department of Accounting**

From: Seifert, Deborah <dseifer@ilstu.edu>
Sent: Monday, November 29, 2021 3:11 PM
To: Melton, Horace <hmelto@ilstu.edu>
Subject: RE: Marketing Analytics Masters Degree Program Proposal

Hi Horace,

Yes. We would be in agreement. We are able to offer BIS 471 at two sections per semester and at least one of those will be online. If we exceed that demand, we would have to hire to meet the need. Just something to think about for the future.

Thanks,

Debbie

From: Melton, Horace <hmelto@ilstu.edu>

Sent: Monday, November 29, 2021 2:59 PM

To: Seifert, Deborah <dseifer@ilstu.edu>

Subject: Re: Marketing Analytics Masters Degree Program Proposal

Hi Debbie,

We are finalizing our curriculum committee proposal for the Marketing Analytics master's degree program, and I'm writing to ask if you are in agreement with our including BIS 471 as a first-year requirement (same as with the current Business Analytics Graduate Certificate), and BIS 466 and BIS 420 as two among a number of elective options we would offer in the second year of the master's degree. The degree program would begin in Fall 2023 at the earliest, and students would begin their electives in Fall 2024. We certainly understand that the frequency of your offering BIS 466 and BIS 420 depends on the level of staffing in the department. Please let me know if you agree to our including those courses, or whether you have additional questions for us.

Thanks,
Horace