

Financial Implication Form

Illinois State University Request for New Program Approval

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.

Division	College/Unit	Department/School
Vice President & Provost	Dean of Business	Marketing

Department/School (if not listed above)

Primary Contact ULID	Primary Contact First Name	Primary Contact Last Name	Primary Contact Email Address
glhunte	Gary	Hunter	glhunte@ilstu.edu
Secondary Contact ULID	Secondary Contact First Name	Secondary Contact Last Name	Secondary Contact Email Address
abakir2	Aysen	Bakir	abakir2@ilstu.edu

Proposed New Program

Marketing Minor

Brief Description of the Proposed Program

The Marketing minor is offered as a complement to content of other majors, to enable students to develop an understanding of marketing concepts and practices, and a business context for use of the concepts and skills they are learning in their own major. As an example, understanding marketing concepts, the marketing mix, and how to create and implement a marketing strategy would benefit students who are studying communications, agriculture, family consumer science, economics, graphic design and other areas of academic focus.

The proposed Marketing minor totals 21 credit hours, with four required core courses (MKT 190, MKT 231, MKT 232, and one prerequisite, MGT 100), and three additional marketing courses selected from a list of 25 marketing electives. The three electives give the student an opportunity for greater depth of study in one or more areas of specialization within marketing (i.e., marketing analytics, integrated marketing communication, professional sales).

No more than 10 hours of coursework may be selected from the student's first or second major department. Minor coursework must be taken for a grade (may not be taken as "Passing/Not Passing").

Is this a Teacher Education program?

No

Is this a graduate program?

No

Enrollments

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.

Student Enrollment and Degree Projections for the Proposed Program

Fall Headcount of Program Majors/Minors (1st year)

20

Fall Headcount of Program Majors/Minors (5th year or when fully implemented)

40

Annual FTE Program Majors/Minors (1st year)

20

Annual FTE Program Majors/Minors (5th year or when fully implemented)

40

Annual Degrees Awarded (1st year)

10

Annual Degrees Awarded (5th year or when fully implemented)

20

Relevant Notes for Enrollment

Students are to be enrolled as normally enrolled in a minor program.

Budget Rationale

Estimated Costs of the Proposed Program - For all sections below, only NEW resources not currently available to the program.

Operating Expenses

Including but not limited to: Contractual, Commodities, Equipment, etc.

Is the unit's (College, Department, School) current operating budget (contractual, commodities, equipment, etc.) adequate to support the program when fully implemented?

Yes

Please explain.

Yes, the unit's current operating budget is adequate to support the Marketing minor when fully implemented. The minor adds more students to current courses and does not require new courses or faculty.

If new resources are to be provided to the unit to support the program, what will be the source(s) of these funds?

No new resources are required.

Operating Expenses (1st year)

\$0.00

Operating Expenses (5th year or when fully implemented)

\$0.00

Personnel

What impact will the new program have on faculty assignments in the department?

Current faculty are adequate to provide instruction for the Marketing minor. The minor would increase enrollment in courses we currently offer.

Will current faculty be adequate to provide instruction for the new program?

Yes

Will additional faculty need to be hired, either for the proposed program or for courses faculty of the new program would otherwise have taught?

Yes

Please indicate whether new faculty members will be full-time or part-time faculty, tenure track or non-tenure track faculty.

If future enrollment increases require addition of a section for marketing core courses, we would need to hire additional part-time NTT faculty to teach the extra section(s).

Will current staff be adequate to implement and maintain the new program?

Yes

Please explain.

Current staff are adequate to implement and maintain the Marketing minor. Students would be advised by Advisors in their own college and department, who would consult with COB Advisors for Marketing. We would not need to hire additional COB advising resources for these additional students.

Will current advising staff be adequate to provide student support and advisement, including job placement and or admission to advanced studies?

Yes

Will additional staff be hired?

No

Please elaborate.

Students would be advised by Advisors in their own college and department, who would consult with COB Advisors for Marketing. We would not need to hire additional COB advising resources for these additional students.

Faculty FTE (1st year)

0

Faculty FTE (5th year or when fully implemented)

0

Faculty Salary Dollar(s) (1st year)

\$0.00

Faculty Salary Dollar(s) (5th year or when fully implemented)

\$0.00

Other Personnel Costs (1st year)

\$0.00

Other Personnel Costs (5th year or when fully implemented)

\$0.00

Facilities

Including but not limited to rental, maintenance, etc.

Are the unit's current facilities adequate to support the program when fully implemented?

Yes

Will there need to be facility renovation or new construction to house the program?

No, Department of Marketing and COB facilities are adequate to support the program when fully implemented. The minor would use the existing classrooms and computer labs utilized currently for instruction of majors in Marketing.

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.

The existing facilities of the Department of Marketing and the COB will be used for the program.

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 minor would use the library resources utilized currently for instruction of majors in Marketing.

Facilities Costs (1st year)

\$0.00

Facilities Costs (5th year or when fully implemented)

\$0.00

Other Costs

Are there any additional costs not addressed above?

No

Please explain.

There are no additional costs.

Are any sources of funding temporary (e.g., grant funding)?

No

How will the program be sustained once these funds are exhausted?

Not applicable

If this is a graduate program, discuss the intended use of graduate assistantships and where the funding for assistantships would come from.

Not applicable

Itemized Costs

1. Description	1. Cost (1st year)	1. Cost (5th year or when fully implemented)
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Total Costs

Please subtotal the Operating, Personnel, Facilities, and Other Costs.

Total Cost (1st Year)

\$0.00

Total Cost (5th year or when fully implemented)

\$0.00

Notes

Other Attachment/Documentation

No Response

Approval Signatures

Department/School Curriculum Committee Chair

DSCCC Signature

Electronically Signed by Hunter, Gary (glhunte@ilstu.edu) - July 24, 2024 at 2:41 PM
(America/Chicago)

Department Chairperson/School Director

DCSD Signature

Electronically Signed by Hunter, Gary (glhunte@ilstu.edu) - July 24, 2024 at 2:43 PM
(America/Chicago)

College Dean

CD Signature

Electronically Signed by Samant, Ajay (asamant@ilstu.edu) - August 20, 2024 at 11:55 AM
(America/Chicago)

Provost

Provost Signature

Electronically Signed by Ani Yazedjian (ayazedj@ilstu.edu) - November 1, 2024 at 1:40 PM
(America/Chicago)

College Curriculum Committee Chairperson

CCCC Signature

Electronically Signed by Hartman, Nathan (nshartm@ilstu.edu) - November 12, 2024 at 12:54 PM
(America/Chicago)

University Curriculum Committee Chairperson

UCCC Signature

Electronically Signed by Joshua Newport (jcnewpo@ilstu.edu) - November 12, 2024 at 2:41 PM
(America/Chicago)

Chairs and Deans - Routing Steps

To be completed by the Provost's Office.

The ULID is the part of your Illinois State University email address before the @ symbol.

Dept/School Curriculum Committee Chair ULID	First Name	Last Name	Email Address
glhunte	Gary	Hunter	glhunte@ilstu.edu
Dept/School Chair ULID	First Name	Last Name	Email Address
glhunte	Gary	Hunter	glhunte@ilstu.edu
College/Dean ULID	First Name	Last Name	Email Address
asamant	Ajay	Samant	asamant@ilstu.edu
College Curriculum Committee Chair ULID	First Name	Last Name	Email Address
nshartm	Nathan	Hartman	nshartm@ilstu.edu
University Curriculum Committee Chair ULID	First Name	Last Name	Email Address
jcnewpo	Joshua	Newport	jcnewpo@ilstu.edu

For Workflow Purposes Only

The following data will be used to route the submitted form to the proper individuals in the workflow. If you see issues with the names in the route steps displaying below, contact the Technology Support Center [438-HELP (4357) or supportcenter@ilstu.edu] for assistance.

Primary Contact ULID (HCM Link)		Secondary Contact ULID (HCM Link)	
glhunte		abakir2	
D/S Curr-Comm Chair ULID (HCM Link)	D/S Curr-Comm Chair Name (Kuali Link)	D/S Chair ULID (HCM Link)	D/S Chair Name (Kuali Link)
glhunte	Hunter, Gary	glhunte	Hunter, Gary
College/Dean ULID (HCM Link)	College/Dean Name (Kuali Link)	College Curr-Comm Chair ULID (HCM Link)	College Curr-Comm Chair Name (Kuali Link)
asamant	Ajay Samant	nshartm	Nathan Hartman
University Curr-Comm Chair ULID (HCM Link)		University Curr-Comm Name (Kuali Link)	
jcnewpo		Joshua Newport	

Form Submission - Proposer

Submitted for Approval | Proposer

Hunter, Gary - July 24, 2024 at 2:03 PM (America/Chicago)

Submission Notification

Notification Sent

Hunter, Gary - July 24, 2024 at 2:03 PM (America/Chicago)

Provost (Update)

Approved

J Cooper Cutting - July 24, 2024 at 2:38 PM (America/Chicago)

Ani Yazedjian

D/S Curr-Comm Chair

Approved

Hunter, Gary - July 24, 2024 at 2:41 PM (America/Chicago)

D/S Chair

Approved

Hunter, Gary - July 24, 2024 at 2:43 PM (America/Chicago)

College Dean

Approved

Ajay Samant - August 20, 2024 at 12:19 PM (America/Chicago)

Status Update Email

Notification Sent

Curriculum Forms - Registrar Office - August 20, 2024 at 12:19 PM (America/Chicago)

Provost (Approve)

Approved

Christie Wissmiller

Ani Yazedjian - November 1, 2024 at 1:40 PM (America/Chicago)

Approval Email

Notification Sent

Gary Hunter - November 1, 2024 at 1:40 PM (America/Chicago)

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Approval Email

Notification Sent

Ajay Samant - November 1, 2024 at 1:40 PM (America/Chicago)

Approval Email

Notification Sent

J Cooper Cutting - November 1, 2024 at 1:40 PM (America/Chicago)

Ani Yazedjian - November 1, 2024 at 1:40 PM (America/Chicago)

Coll Curr-Comm Chair

Approved

Nathan Hartman - November 12, 2024 at 12:55 PM (America/Chicago)

Univ Curr-Comm Chair

Approved

Joshua Newport - November 12, 2024 at 2:42 PM (America/Chicago)

Status Update Email

Notification Sent

Curriculum - Registrar Office - November 12, 2024 at 2:42 PM (America/Chicago)

Approval Email

Notification Sent

Hunter, Gary - November 12, 2024 at 2:42 PM (America/Chicago)

Approval Email

Notification Sent

glhunte@ilstu.edu - November 12, 2024 at 2:42 PM (America/Chicago)

Approval Email

Notification Sent

abakir2@ilstu.edu - November 12, 2024 at 2:42 PM (America/Chicago)

Approval Email

Notification Sent

J Cooper Cutting - November 12, 2024 at 2:42 PM (America/Chicago)

Ani Yazedjian - November 12, 2024 at 2:42 PM (America/Chicago)

Approval Email

Generating PDF

Curriculum - Registrar Office
