

ILLINOIS STATE
UNIVERSITY



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University Curriculum Committee

September 24, 2014

TO: Susan Kalter, Chairperson, Academic Senate
FROM: Mark Temple, Chair, University Curriculum Committee ^{MAT}
RE: Executive Summary – Proposal for the New Advanced Marketing Analytics Sequence

The University Curriculum Committee has approved and is forwarding for Academic Senate review the attached proposal to add a new Advanced Marketing Analytics Sequence in the Major in Marketing.

The Department of Marketing has given a reasonable rationale for adding the new sequence:

- The use of analytics is expected to grow rapidly.
- A study from McKinsey and Company found that by 2018, the U.S. will face a shortage of 1.5 million managers who can use data to shape business decisions.
- 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.

The expected impact on other departments is minimal. The departments of Accounting, Information Technology and Geography-Geology will be offering a required course and at least one elective course. All these departments have reviewed the proposal and have provided letters of support for the sequence. In addition, there are a number of elective alternatives for the major so the effect on class size for any course should be minimized.

Through the admission process into the sequence, enrollments should be controlled to minimize the effects of over-enrollments.

The University Curriculum Committee supports the proposal to add this new sequence.

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Attachments