



New Program Report

Date Submitted:

09/29/2022

Institution

College of The Ozarks

Site Information

Implementation Date:

8/22/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

College of The Ozarks, P.O. Box 17, Point Lookout, MO, 65726-0017

CIP Information

CIP Code:

521401

CIP Description:

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

CIP Program Title:

Marketing/Marketing Management, General

Institution Program Title:

Marketing

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

None



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Specific Population Characteristics to be served:

None

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Master's degree or higher in area of study.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

90%

Expectations for professional activities, special student contact, teaching/learning innovation:

Academic advising

Student Enrollment Projections Year One-Five

Year 1	Full Time: 15	Part Time: 0	
Year 2	Full Time: 20	Part Time: 0	
Year 3	Full Time: 30	Part Time: 0	Number of Graduates: 18
Year 4	Full Time: 30	Part Time: 0	
Year 5	Full Time: 35	Part Time: 0	Number of Graduates: 30

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

None needed

Program Structure

Total Credits:

120

Residency Requirements:

Complete a minimum of 45 credit hours at College of the Ozarks.

General Education Total Credits:

49

Major Requirements Total Credits:

48

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
See upload	48	See upload

Free Elective Credits:

23

Internship or other Capstone Experience:

None

Assurances



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I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Marketing Major, B.S.

General Information:

Bachelor of Science

The Ralph T. Reeve Chair of Free Enterprise, established in 1974 to honor Dr. Reeve, is funded by corporations and individuals concerned about the future of American free enterprise.

The James L. "Bud" Walton Chair of Retailing was established in 1992 to honor Bud Walton for his strong support of the College of the Ozarks and his leadership in the American free enterprise system.

The objectives are that students will:

- understand the role of business as an institution in society, with focus on the major concepts that have affected the field of business (Academic);
- cultivate and utilize skills needed to contribute as a successful member of a business organization (Vocational);
- develop a framework for operationalizing a Christian worldview within the structure of a business environment (Christian);
- understand and appreciate the free enterprise system and its importance to the American way of life (Patriotic);
- develop an understanding of different cultures and the impact these differences have on the field of business (Cultural).

Majors are expected to participate in assessments administered by the Business Administration Department.

Marketing Major Requirements: 48 credit hours

General Education Courses Specified by Major:

- [CSC 113 - Fundamentals of Computer Systems](#)
- [ECN 203 - Macroeconomics](#)
- [MAT 143 - Statistics](#)

Required Major Courses: 36 credit hours

- [BUS 213 - Principles of Management](#)
- [BUS 243 - Finance](#)
- [BUS 303 - Business Communications](#)
- [BUS 313 - Business Law I](#)
- [BUS 353 - International Business](#)
- [MKT 223 - Marketing](#)
- [MKT 343 - Consumer Behavior](#)
- [MKT 363 - Promotional Strategies](#)
- [MKT 383 - Retail Management](#)
- [MKT 393 - Supply Chain Management](#)
- [MKT 423 - Marketing Strategy](#)
- [MKT 433 - Marketing Research](#)

Required Collateral Courses: 12 credit hours

- [ACT 203 - Elementary Accounting I](#)
- [ACT 303 - Cost Accounting](#)
- [MCC 353 - Social Media Campaigns](#)

Choose One Collateral Elective:

- [SPC 303 - Intercultural Communication](#)
- [SPC 363 - Public Relations](#)
- [SPC 413 - Reputational and Crisis Communication](#)
- [HRM 303 - Hospitality Marketing and Sales](#)
- [CSC 123 - Fundamentals of Web Site Design](#)