



## New Program Report

**Date Submitted:**

05/12/2020

**Institution**

Culver-Stockton College

**Site Information**

**Implementation Date:**

8/1/2015 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Culver-Stockton College, #1 College Hill, Canton, MO, 63435-9989

**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

Hybrid

Online



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

## New Program Report

### Student Preparation

Special Admissions Procedure or Student Qualifications required:  
Standard college admissions procedures apply.

Specific Population Characteristics to be served:  
n/a

### Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:  
Minimum of a Master's degree in Marketing or a related field and experience in the field is required.  
PhD preferred.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:  
90%

Expectations for professional activities, special student contact, teaching/learning innovation:  
Standard faculty expectations.

### Student Enrollment Projections Year One-Five

<b>Year 1</b>	<b>Full Time: 34</b>	<b>Part Time: 0</b>	
<b>Year 2</b>	<b>Full Time: 35</b>	<b>Part Time: 0</b>	
<b>Year 3</b>	<b>Full Time: 36</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 8</b>
<b>Year 4</b>	<b>Full Time: 37</b>	<b>Part Time: 0</b>	
<b>Year 5</b>	<b>Full Time: 38</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 10</b>

**Percentage Statement:**  
n/a

### Program Accreditation

Institutional Plans for Accreditation:  
Program was reviewed and included in accreditation by the International Accreditation Council for Business Education on February 11-12, 2020.

### Program Structure

**Total Credits:**  
120

**Residency Requirements:**  
30

**General Education Total Credits:**  
32

**Major Requirements Total Credits:**  
60

### Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
see attached	0	see attached



## New Program Report

**Free Elective Credits:**

27

**Internship or other Capstone Experience:**

see attached

**Assurances**

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

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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CULVER-STOCKTON COLLEGE

BACHELOR OF SCIENCE WITH A MAJOR IN MARKETING (60-61 HOURS)

Foundation Courses (24 hours)

ACT 125: Principles of Accounting I (3)  
ACT 126: Principles of Accounting II (3)  
BUS 302: Management (3)  
BUS 308: Legal Issues I (3)  
ECO 201: Principles of Macroeconomics (3)  
ECO 202: Principles of Microeconomics (3)  
FIN 311: Finance (3)  
MKT 301: Marketing (3)

Core Courses (15 hours)

BUS 415: Global Business (3)  
MKT 305: Social Media Marketing (3)  
MKT 401: Integrated Marketing Communications (3)  
MKT 410: Marketing Research (3)  
MKT 465: Marketing Strategy (3)

Select 9 elective hours from the following courses:

BUS 285: Practicum in Free Enterprise (1) (maximum of 3 credit hours)  
BUS/ACT 286: Corporate Experience (3)  
BUS 412: Innovations in Business (3)  
BUS 425: Multimedia Usage in Business (3)  
BUS 485: Professional Development (1)  
BUS/MKT 499: Study Abroad (3)  
FIN 362: Corporate Financial Management (3)  
MKT 315: Sales (3)  
MKT 405: Consumer Behavior (3)  
MKT 414: Advertising (3)

Experiential Course (3 hours)

MKT 476: Professional Internship (3)

Support Courses (9 hours)

MAT 110: College Algebra (3), MAT 115: Precalculus (3), OR MAT 120: Applied Calculus (4)  
MAT 205: Elementary Statistics (3)  
MIS 225: Computer Applications in Business (3)