



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Marketing

Degree/Certificate: Bachelor of Arts

Options: Not Applicable

Delivery Site(s): St. Charles Main Campus

CIP Classification: 521401

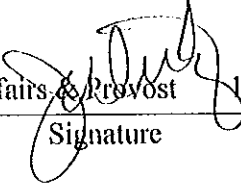
*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 2007

Cooperative Partners: Not Applicable

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Jann Weitzel, Ph.D/ VP of Academic Affairs & Provost		12/1/2014
_____ Name/Title of Institutional Officer	_____ Signature	_____ Date

Dr. Renee Porter, Associate Dean	636 949-4667
_____ Person to Contact for More Information	_____ Telephone



BA in Marketing STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	126	129	131	133	135
Part Time	13	13	14	14	15
Total	139	142	145	147	150

Please provide a rationale regarding how student enrollment projections were calculated:

2% growth has been observed with 90% fulltime, 10% partime student enrollment after gaining 10 students.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

Program has been in existence for a couple of years and we are simply introducing the BS rather than BA as it is more acceptable in the field. In the process of moving to the BS, the BA degree was removed from the website. This ensures both degrees are offered until we obtain ACBSP accreditation for both.



BA in Marketing PROGRAM STRUCTURE

A. Total credits required for graduation: 128

B. Residency requirements, if any: Students must complete their final 36 hours at Lindenwood University

C. General education: Total credits: 45 General Education hours including Freshmen Orientation

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 15000	3	Strategies for University Writing
ENG 17000	3	Research and Argumentation
	3	Communications
	6	Humanities
	6	Cross Culture
	3	Philosophy / Religion
	3	Fine Arts
	3	World History
	3	Social Sciences*
	3	American Government
	7	Natural Sciences
	2	Freshman Experience (if a freshman)
	0	Math Requirement – met in Major Requirement*

D. Major requirements: Total credits: 72

Course Number	Credits	Course Title
MTH 14100*	3	Basic Statistics (Meets GE requirement for Math)
MTH 14200 (or higher)*	3	Quantitative Methods for Business (or higher math) (Meets GE Requirement for Math)
ECON 21020*	3	Microeconomics (meets GE requirement of Social Science)
MGMT 16022	3	Introduction to Business and Free Enterprise
ACCT 21010	3	Principles of Financial Accounting
ACCT 21011	3	Principles of Managerial Accounting
ECON 23030	3	Macroeconomics
MIS 24000	3	Introduction to Information Systems
MGMT 26032	3	Principles of Management
MGMT 26061	3	Business Law I
FIN 32000	3	Principles of Finance
MRKT 35010	3	Principles of Marketing
MGMT 36033	3	Intro. to Management Science
INTL 38000	3	International Business Operations
MGMT 46082	3	Management Policy
HRM 36510	3	Human Resource Management (or MGMT 36050 Organizational Behavior or HR 36540 Employment Law)
MRKT 35020	3	Marketing Information and Research

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

MRKT 35030	3	Pricing Strategy and Negotiations
MRKT 35040	3	Advertising and Promotional Strategy
MRKT 35050	3	Selling
MRKT 45080	3	Marketing Management & Planning
Three International Business Electives	9	Three International Business Electives

E. Free elective credits:

11

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Course Number	Credits	Course Title
MGMT 46082	3	Management Policy
MRKT 45080	3	Marketing Management & Planning

G. Any unique features such as interdepartmental cooperation:

Student may have internships, contests and other possible workshop through the Lindenwood Career Development Center.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name Bachelor of Arts in Marketing
Date October 8, 2013

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Students will have met standard admission requirements for the university. Passing Lindenwood's Writing Proficiency Assessment (WPA) is a prerequisite for all upper-division business courses. In addition to requirements specific to the major, all Finance majors must satisfy the university's general education requirements and all business school core course requirements.

- Characteristics of a specific population to be served, if applicable.
Undergraduate students many from first generation small business families.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Master or terminal degree required
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
40 percent
- Expectations for professional activities, special student contact, teaching/learning innovation.
Program to work with Lindenwood University Entrepreneur Institute for special projects as needed.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.

www.dhe.mo.gov • Info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

- Percent of full time and part time enrollment by the end of five years.
90% fulltime and 10% parttime

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
10
- Special skills specific to the program.
Not applicable
- Proportion of students who will achieve licensing, certification, or registration.
Not applicable.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
On the ETS Major field test LU students perform within one standard deviation of national norms
- Placement rates in related fields, in other fields, unemployed.
Unknown – working with Institutional Research
- Transfer rates, continuous study.
Unknown – working with Institutional Research

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
ACBSP

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
Working with Institutional Research – expect to begin measuring satisfaction in 2015.
Currently utilize a business advisory council which provides information from alumni and employers.
- Expected satisfaction rates for employers, including timing and method of surveys.

Working with Institutional Research – expect to begin measuring satisfaction in 2015. Currently utilize a business advisory council which provides information from alumni and employers. Not applicable

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Lindenwood University is a strong supporter of the development of free enterprise. It has an entrepreneurship institute for research and development of entrepreneurship in the St. Charles and St. Louis business area. Additionally, many of the supporters of LU are entrepreneurs. Lindenwood University strives to make higher education accessible to both traditional and nontraditional students and serves both full and part-time students. The University offers a variety of programs leading both to baccalaureate, master's, and doctorate degrees. This academic year, Lindenwood University will serve more than 16,000 full-time and part-time students, more than 4000 of whom will live on the University's St. Charles campus. Lindenwood University offers values-centered programs leading to the development of the whole person—an educated, responsible citizen of a global community. Lindenwood is committed to

- Providing an integrative liberal arts curriculum,
- Offering professional and pre-professional degree programs,
- Focusing on the talents, interests, and future of the student,
- Supporting academic freedom and the unrestricted search for truth,
- Affording cultural enrichment to the surrounding community,
- Promoting ethical lifestyles,
- Developing adaptive thinking and problem-solving skills,
- Furthering lifelong learning.

Lindenwood is an independent, public-serving liberal arts university that has a historical relationship with the Presbyterian Church and is firmly rooted in Judeo-Christian values. These values include belief in an ordered, purposeful universe, the dignity of work, the worth and integrity of the individual, the obligations and privileges of citizenship, and the primacy of the truth. The programs are accredited by the Higher Learning Commission and Accreditation for Business Schools and Programs (ACBSP).

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635