



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Marketing

Degree/Certificate: Master of Science

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: 2012

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
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Dr. Renee Porter, Associate Dean 636 949-4667

Person to Contact for More Information	Telephone
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MS in Marketing STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	1	2	4	5	6
Part Time	0	0	3	4	5
Total	1	2	7	9	11

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

2% growth has been observed with 50% fulltime, 50% parttime 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 many years, we just revamped the program to give it more rigor and research.



MS in Marketing PROGRAM STRUCTURE

A. Total credits required for graduation: 45-66

B. Residency requirements, if any: Transfer in no more than 9 credit hours

C. MS Foundation Courses credits: 0-21 Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
EPB 50100	6	Academic Writing for Graduate Students
ECON 53081	3	Economic Concepts (or ECON 23020 Principles of Microeconomics)
FIN 52010	3	Financial Policy (or FIN 32000 Principles of Finance)
MGMT 56070	3	Statistics and Quantitative Analysis (or MTH 141 Basic Statistics)
ACCT 51010	3	Financial Accounting Concepts (or ACCT 21010 Principles of Financial Account)
MGMT 56025	3	Business Concepts (or MRKT 35010 Principles of Marketing)

D. Major requirements: Total credits: 45

Course Number	Credits	Course Title
ACCT 51011	3	Managerial Accounting
MRKT 55010	3	Marketing Principles and Issues
MRKT 55020	3	Marketing Information and Research
MRKT 55035	3	Product Management
MRKT 55025	3	Integrated Marketing Communications
MRKT 55015	3	Electronic Marketing and New Media
MRKT 55030	3	Services Marketing
MRKT 55080	3	Marketing Strategy and Management
MRKT 55085	3	Marketing Strategies and Management II
INTL 58010	3	International Marketing
MGMT 56075	3	Linear Statistical Models
MGMT 66075	3	Quantitative Research Methods in Business
MGMT 56040	3	Supply Chain Management (or MRKT 55050 Personal Selling or SPMGT 57040 Sport Marketing and Promotion)
MRKT 62095	3	Marketing Thesis I
MRKT 62096	3	Marketing Thesis II

E. Free elective credits: 0
(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience: 6

Course Number	Credits	Course Title
MRKT 62095	3	Marketing Thesis I
MRKT 62096	3	Marketing Thesis II

G. Any unique features such as interdepartmental cooperation: none

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name Master of Science in Marketing
Date October 4, 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.

Admission to the School of Business & Entrepreneurship graduate programs is granted to students who demonstrate academic preparedness and the potential for academic excellence. An undergraduate GPA of 3.0 or higher from a regionally accredited institution is required for admission. Once accepted, students must maintain a minimum cumulative GPA of 3.0. Students whose GPA falls below the 3.0 minimum will be subject to academic probation or suspension, as outlined in the Academic Standards section of the graduate catalog. Applicants who do not meet the 3.0 GPA or other admission requirements may be granted conditional acceptance. In this case, the submission of a GRE or GMAT score may be considered in support of an application for admission. Conditionally admitted students may remain in conditional status for no more than two terms. Before advancing to degree candidacy, conditionally accepted candidates' academic performances will be reviewed upon completion of the first and second terms. Failure to meet the required 3.0 GPA upon the completion of the first term may result in dismissal from the degree program. To be considered for admission, the student must complete a student application and provide a current resume, a personal statement, and three letters of recommendation. In addition, international students must present an official TOEFL or IELTS score. Required minimum TOEFL scores: 550 (paper-based exam), 213 (computer-based exam), 80 (Internet-based exam). Required minimum IELTS score: 6.0. For score reporting, the Lindenwood University code is 6367. A personal interview at the School of Business & Entrepreneurship is required for all candidates currently residing in the United States.

- Characteristics of a specific population to be served, if applicable.
Graduate students interested in a career in Marketing.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

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Most faculty will hold an appropriate terminal degree (doctorate) for the subject area they teach. A small number of faculty considered professionally qualified to teach will have a master's degree appropriate to the discipline as well as considerable professional experience and professional credentials.

- 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. A minimum of 80%.
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to participate in professional development activities on a regular basis. These may include academic research; publishing in scholarly, educational, or professional outlets; presenting papers at conferences; developing new courses and/or upgrading curricula; attending seminars; membership and participation in professional societies; consulting, applying professional skills in community service, etc.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
20
- Percent of full time and part time enrollment by the end of five years.
Full time 50%, Part Time 50%

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Assuming steady state by year 3, 10 graduates per year.
- Special skills specific to the program.
Graduates will have high skill levels in marketing analysis, as well as significant quantitative research skills.
- Proportion of students who will achieve licensing, certification, or registration.
The MS in Marketing does not prepare students for specialized licensing, certification or registration in marketing.
- 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

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and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

There are no national norms for this program. Success will be measured by percentage of graduates in areas such as marketing, market research, marketing advising and consulting.

- Placement rates in related fields, in other fields, unemployed.
Program is new, no basis for expectations of placement in other fields at this time.
- Transfer rates, continuous study.
Minimal, if at all. There are only about 55 similar graduate programs in the U.S., and most will only accept about 9 hours of transfer credit.

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.**

Lindenood University is accredited by HLC, and the School of Business and Entrepreneurship Programs are accredited by ACBSP. The SB&E will seek ACBSP accreditation after the program has been active for two years and produce graduates.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
The SB&E is working with the the Office of Institutional Research to select and implement alumni surveys. The surveys are expected to be implemented in 2015. The surveys are expected to be implemented in 2015. In the meantime, the SB&E does engage with a business advisory council composed of alumni and employers. The council will continue after surveys are implemented.
- Expected satisfaction rates for employers, including timing and method of surveys.
The SB&E is working with the the Office of Institutional Research to select and implement employer surveys. The surveys are expected to be implemented in 2015. In the meantime, the SB&E does engage with a business advisory board composed of alumni and employers. The council will continue after surveys are implemented.

7. Institutional Characteristics

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

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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).

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Form PG – Program Characteristics and Performance Goals