



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

05/03/2023

Institution

Columbia College

Site Information

Implementation Date:

8/28/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Columbia College-Jefferson City, 3314 Emerald Lane, Jefferson City, MO, 65109

Columbia College-Kansas City, 4240 Blue Ridge Blvd., Ste 400, Kansas City, MO, 64133-1702

Columbia College-Lake Ozark, 900 College Blvd, Osage Beach, MO, 65065

Columbia College-Rolla, 550 Blue's Lake Parkway, Rolla, MO, 65401

Columbia College-Springfield, 3271 East Battlefield Road, Suite 250, Springfield, MO, 65804

Columbia College-St. Louis, 4411 Woodson Rd., St. Louis, MO, 63134

Columbia College-Waynesville, 320 Ichord Ave, Ste. A, Waynesville, MO, 65583

Columbia College, 1001 Rogers, Columbia, MO, 65216

CIP Information

CIP Code:

307102

CIP Description:

A program that prepares individuals to apply data science to solve business challenges. Includes instruction in machine learning, optimization methods, computer algorithms, probability and stochastic models, information economics, logistics, strategy, consumer behavior, marketing, and visual analytics. Examples: [Business Forecasting and Trend Spotting]

CIP Program Title:

Business Analytics

Institution Program Title:

Marketing Analytics Certificate

Degree Level/Type

Degree Level:

Certificate = 1 Semester but < 1 Year

Degree Type:

Certificate 0

Options Added:

Collaborative Program:

N



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:

Admission procedures and student qualifications do not exceed regular College standards.

Specific Population Characteristics to be served:

Columbia College serves traditional students at the Residential Campus and specializes in adult and military education nationwide. Columbia College serves nearly 18,000 students each year at 40 locations.

Faculty Characteristics

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

Columbia College adheres to the credential requirements set forth by HLC for all faculty members. Columbia College requires instructors to have at least a Master’s degree from a regionally accredited institution in the subject to be taught, with relevant coursework and/ or professional experience directly related to the course. In exceptional circumstances, special certification, extraordinary work experience, or tested experience, may compensate the absence of certain academic credentials.

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

Full-time faculty teach 12 credit hours or less in a given session. Adjunct faculty can teach no more than 9 credit hours in a given session, and no more than 6 in-seat credit hours a session.

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

Full-time faculty members are required to participate in professional development, for promotion, tenure, and annual evaluation, and have department, school and college budgetary support available. Adjunct faculty members are required to provide contact information to students. Full-time faculty members are required to have 3 hours a week of office hours designated for their students.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6



New Program Report

Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	
Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 1	Full Time: 2	Part Time: 6	



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Year 2	Full Time: 3	Part Time: 12	
Year 3	Full Time: 5	Part Time: 18	Number of Graduates: 6
Year 4	Full Time: 6	Part Time: 24	
Year 5	Full Time: 8	Part Time: 30	Number of Graduates: 12

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The program falls within the College’s Higher Learning Commission accreditation.

Program Structure

Total Credits:

16

Residency Requirements:

n/a

General Education Total Credits:

42

Major Requirements Total Credits:

16

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
CISS 202	3	Introduction to Databases
ACCT 278	3	Introductory Business Analytics
MGMT 233	1	Topics
CISS 145	3	Introduction to Python Programming
MKTG 441	3	Marketing Research and Analytics
MGMT 331	3	Data Visualization for Business Analytics

Free Elective Credits:

0

Internship or other Capstone Experience:

n/a

Assurances

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.



New Program Report

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

First and Last Name: DUSTI
SCHNEDLER

Email: dschnedler@ccis.edu

Phone: 573-875-3960

Marketing Analytics Certificate

Certificate Requirements

Students must complete at least nine semester hours of the certificate with Columbia College. All classes must be completed with a grade of C or higher.

Required Courses (16 sem. hrs)

ACCT 278 Introductory Business Analytics

[Right] **or**

MGMT 278 Introductory Business Analytics

[After]

CISS 145 Introduction to Python Programming

CISS 202 Introduction to Databases

MGMT 233 Topics

MGMT 331 Data Visualization for Business Analytics

MKTG 441 Marketing Research and Analytics

Total Semester Hours: 16