

Missouri Department of Higher Education (MDHE)  
NEW PROGRAM PROPOSAL FORM

**SIGNATURE PAGE**

**Sponsoring Institution(s):** Fontbonne University

---

**Program Title:** Marketing

---

**Degree/Certificate:** Bachelor of Science

---

**Options:** N/A

---

**Delivery Sites:** Main Campus

---

**CIP Classification (Please provide a CIP Code):** 52.1401

---

**Implementation Date:** Fall 2011

---

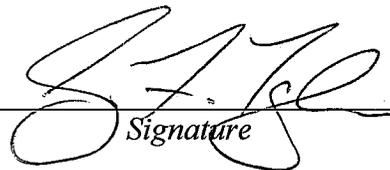
**Cooperative Partners:** N/A

---

**AUTHORIZATION:**

Dr. Greg Taylor, Executive Vice  
President

*Name/Title of Institutional Officer*



*Signature*

8/13/12  
*Date*

Dr. Laurie A. Rodgers, Director-Institutional Research & Assessment  
*Person to Contact for More Information*

314.719.3661  
*Telephone*

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Fontbonne University: *BS-Marketing 2011-2012*

(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.)

### 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.*

- A student in the Marketing major must have achieved a minimum cumulative grade point average of 2.5 on a 4.0 scale at the time of application for major approval and application for a degree. Major approval is required by the end of the sophomore year. For transfer students, major approval is required by the end of the second semester at Fontbonne.

Characteristics of a specific population to be served, if applicable.

- Not Applicable

### FACULTY CHARACTERISTICS

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

- All faculty for this program will possess a master's degree or higher from an accredited institution and have experience and expertise in the marketing field.

*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.*

- Approximately 75% of credit hours will be taught by full-time faculty.

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

- Full-time, full-time affiliate and pro-rata faculty members shall have at least three office hours a week. It is suggested that part-time faculty shall have at least one office hour a week. Faculty shall post the times they are available on the office door or on the department bulletin board (see Faculty Employment Policies, p. 56, 4.10.5 Office Hours, <http://www.fontbonne.edu/downloads/FBUVolumeIVJune2009.pdf>)

### ENROLLMENT PROJECTIONS

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

- An estimated 15 full-time students will be enrolled in the Marketing major after 3 years and 20 after five years.

*Percent of full-time and part-time enrollment by the end of five years.*

- About 83% of the students will be full time after five years and the remaining 17% will be part-time by the end of five years.

## STUDENT ENROLLMENT PROJECTIONS

Fontbonne University: *BS-Marketing 2011-2012*

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Full-Time</b>	12	14	15	18	20
<b>Part-Time</b>	2	2	3	3	4
<b>Total</b>	14	16	18	21	24

### STUDENT AND PROGRAM OUTCOMES

*Number of graduates per annum at three and five years after implementation.*

- An estimated 10 graduates at the end of 3 years and 15 after five years.

*Special skills specific to the program.*

- Analyze consumer behavior in order to derive models for new product introduction and brand management.
- Identify new target markets, domestic and international marketing opportunities and competitive advantages to satisfy existing and emerging consumer needs.
- Design an integrated marketing communication campaign, including advertising messages, public relations, sales promotions, e-commerce, and personal selling initiatives.
- Conduct marketing research to determine problem discovery techniques, research design, and interpretation of data.
- Critique markets experiencing rapid growth and develop sound market entry strategies.
- Outline product movement across geographic areas using effective logistic strategies, purchasing, warehousing, and inventory control.
- Evaluate legal restraints, government controls, socio-economic and cultural differences in order to develop a proficient marketing plan.

*Proportion of students who will achieve licensing, certification, or registration.*

- Not applicable

*Performance on national and/or local assessment, e.g. percent of students scoring above the 50<sup>th</sup> 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 exist assessments in a particular discipline as well as the name of any nationally recognized assessments used.*

- The Major Field Test will be administered to marketing students in their capstone course to assess students' strengths and weaknesses of various business concepts. We expect 50% of students to achieve the 50<sup>th</sup> national percentile.
- Students will complete an international marketing plan in the International Marketing course to assess students' mastery of multiple programmatic learning objectives.

- Students will complete a marketing research plan in the Marketing Research course to demonstrate their understanding of conducting, analyzing and interpreting marketing research.

*Placement rates in related fields, in other fields, unemployed.*

*Transfer rates, continuous study.*

- The Missouri Department of Higher Education (MDHE) has established guidelines for transfer procedures. Fontbonne University's 42-credit hour semester block of general education meets the statewide general education policy. As a signatory, a student who completes this 42-hour block at a Missouri community college will also satisfy Fontbonne University's requirement. An official transcript is required from the sending institution and must reflect that the Missouri General Education Requirements have been met. Transcripts will be evaluated on a course-by-course basis for students who transfer without this block.

#### PROGRAM ACCREDITATION

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

- We currently have accreditation through The Accreditation Council for Business Schools & Programs (ACBSP) for our BS degree in Business Administration, including our Marketing concentration. A report will be filed with ACBSP in Fall 2012 requesting the new BS degree in Marketing be added as one of our accredited degrees as well. We expect the additional ACBSP accreditation to be awarded once all requirements have been met.

#### ALUMNI AND EMPLOYER SURVEY

*Expected satisfaction rates for alumni, including timing and method of surveys.*

- No surveys are planned at this time.

*Expected satisfaction rates for employers, including timing and method of surveys.*

- No surveys are planned at this time.

#### PROGRAM STRUCTURE

Fontbonne University: *Program Name*  
*Date*

A. Total Credits Required for Graduation:	128 Credit Hours
B. Residency Requirements, if any:	None
C. General Education-Total Credits:	42 Credit Hours
Courses (Specific courses OR distribution Area and Credits)	

The student must enroll and receive a passing grade in the following general education courses:

<u>Course</u>	<u>Cr Hrs</u>
1. MTH 115 Introduction to Statistics	3
2. PSY 100 Introduction to Psychology	3
3. COM 102 Public Speaking	3
4. PHL 221 Business Ethics	3

D. Major requirements-Total Credits:

63 Credit Hours

<u>Course</u>	<u>Cr Hrs</u>
BUS 200 Professional Development	3
BUS 202 Principles of Macro Economics	3
BUS 203 Principles of Micro Economics	3
BUS 205 Financial Accounting	3
BUS207 Managerial Accounting	3
BUS230 Management Principles	3
BUS 233 Marketing Principles	3
BUS 241 Business Law	3
BUS 325 International Business	3
BUS 336 Advertising Principles	3
BUS 342 Legal Environment of Business	3
BUS 343 Managerial Finance	3
BUS 350 International Marketing	3
BUS 356 Principles of Selling	3
BUS 357 Consumer Behavior	3
BUS 369 Marketing Research	3
BUS 387 Production/Operations Management	3
BUS 400 Marketing Management	3
BUS 410 Management Information Systems	3

**Plus two of the following courses:**

BUS 334 Retail Management	3
BUS 359 Industrial/Organizational Management	3
BUS 377 Case Studies/Readings in Marketing	3
BUS 485 Internship in Business Administration	3
SPT 350 Sports Marketing	3
COM 430 Argumentation and Debate	3

**Courses required in other disciplines (7 credits):**

MTH 105 College Algebra	4
ENG 201 Business Writing	3

- |                                                                       |                 |
|-----------------------------------------------------------------------|-----------------|
| E. Free Elective Credits (Sum of C, D, and E should equal A):         | 23 Credit Hours |
| F. Requirements for thesis, internship, or other capstone experience: | N/A             |
| G. Any unique features such as interdepartmental cooperation:         | N/A             |

8/9/2012 2:36:12 PM

Missouri Department of Higher Education (MDHE)  
New Program Proposal Form

8/9/2012 2:36:12 PM

*Will enrollment be capped in the future?* No.

#### MARKET DEMAND

*National, State, Regional, or Local Assessment of labor need for citizens with these skills.*

- According to the US Department of Labor, overall employment in the marketing industry (including advertising, marketing, promotions, public relations, and sales managers) is expected to increase by 13 percent through 2018. By recognizing the growing demand in the marketing field and responding to consumer demand (ie student/parent requests, employer requests), Fontbonne has the opportunity to capitalize on the growing career field.

#### SOCIETAL NEED

*General needs which are not directly related to employment*

- The BS in Marketing is designed to make Fontbonne University a preferred destination for students of high academic quality interested in marketing. Currently, the university offers a concentration in marketing and will now offer the students a major in the discipline. This will allow the Fontbonne marketing student to explore the field of marketing more in depth and allow them to be more successful in the field.

#### METHODOLOGY USED TO DETERMINE "B" AND "C" ABOVE:

- The Occupational Outlook Handbook (2020-11 Edition), published by The Bureau of Labor Statistics

#### DUPLICATION AND COLLABORATION:

*Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.*

- Other universities in Missouri offer a Bachelor of Science in Marketing. Fontbonne University is adding this degree to strengthen and support existing programs. It will allow current and future students to compete with graduates from the universities that currently offer the BS in Marketing.

#### FINANCIAL PROJECTIONS (For Public Institutions Only):

*Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.*

- Not Applicable

#### ACCREDITATION:

*If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.*

8/9/2012 2:36:12 PM

- The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) for our Bachelor of Science in Business Administration, Bachelor of Business Administration, Bachelor of Science in Sports Management, Bachelor of Arts in Organizational Studies, Master of Business Administration, Master of Management and the Master of Science in Taxation.
- The college will be seeking accreditation for the Bachelor of Science degree in Marketing from the ACBSP. The program is eligible for accreditation with the ACBSP after the first graduate completes the degree.

INSTITUTIONAL CHARACTERISTICS:

*Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.*

- The proposed addition of a major in marketing links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies.
- The development of a specific major in marketing is directly in line with tactics II.2. and II.4.a of Fontbonne's Long Range Plan and tactic II.3.i of the College's Long Range Plan. An explicitly defined major, as opposed to a concentration, is in-demand among prospective students, especially traditional aged students. A degree in marketing has the potential to produce new revenue for the University without siphoning students from other programs. Students who would not normally apply to Fontbonne would do so with the addition of this degree. These characteristics are in line with ECGBPS goal II.4.
- Fontbonne's vision statement says the University will offer educational opportunities that "reflect high standards, interdisciplinary thought and integrated understanding." Furthermore, the College's mission statement mandates that we deliver business programs that are "responsive to current and future business needs" and that prepare students for successful careers. The proposed major in marketing supports these provisions.

Fontbonne University Tactic II.2.f:

II. We will make academic excellence our priority;

2. Increase the visibility and academic reputation of Fontbonne University, particularly among prospective students, among institutions of higher education and in the St. Louis community and beyond;

f. Distinguish and increase visibility of the graduate programs

Fontbonne University Tactic II. 4. a:

II. We will make academic excellence our priority;

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth;

a. Develop new, innovative and modified programs in traditional, non-traditional, hybrid, and online venues

ECGBPS Tactic II.3.i:

8/9/2012 2:36:12 PM

II. We will make academic excellence our priority;

3. Collaborate with area business and organizations to create experiential learning opportunities and strengthen community relations

i. Distinguish and increase visibility of the graduate programs

ECGBPS Goal II. 4:

II. We will make academic excellence our priority.

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth

8. Any Other Relevant Information: