

New Undergraduate Program (Majors, Minors, Sequences) Proposal
Illinois State University - University Curriculum Committee

Program Department Marketing

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Title of New Program Advanced Marketing Analytics Accelerated Sequence

Submission Date Monday, February 14, 2022

Email hmelto@ilstu.edu

Campus Address 5590 Marketing

Version 4 **ID** 373

Proposed Starting Catalog Year 2023-2024

1. Proposed Action

New Major

New Minor

✓ New Sequence

More than 50% of courses in this program are Distance Education

Sequence Major

Marketing

2. Provide *Undergraduate Catalog* copy for new program.

2022-2023 Undergraduate Catalog

Major in Marketing, Advanced Marketing Analytics Accelerated Sequence

Degree offered: B.S.

This advanced sequence is an extension of the Advanced Marketing Analytics (AMA) sequence, as it offers high achieving students the opportunity to earn a Master's degree in Marketing Analytics by taking both graduate and undergraduate courses during their senior year and seamlessly transition into their master's program for one additional year. Graduate-level Marketing analytics courses during their fourth and fifth year will help the Marketing Analytics 4+1 students be prepared for advanced analytics roles that require a Master's degree and/or additional relevant experiences fit for managerial positions. The use of analytics has transformed marketing/business decision making to be more data-driven, and technical skills and experiences developed through the accelerated program allows the students to be job ready in an efficient way.

Major Requirements**Minimum required credit hours: 75**

- ACC 131
- ACC 132
- BIS 270
- BUS 100
- BUS 285
- ECO 101
- ECO 102
- FIL 185
- FIL 240
- MQM 100 or ECO 138 or POL 138 or PSY 138
- MQM 220
- MQM 227
- MQM 385
- MKT 231
- MKT 232
- MKT 245
- MKT 338
- MKT 440
- MKT 445
- BIS 471
- MBA 416

Take 1 of the following

- MKT 190
- MKT 230

Take 1 of the following

- MAT 121
- MAT 145

Take 1 of the following

- ENG 145
- ENG 145a13

Take 1 of the following options

- BIS 167
- IT 150

Take 2 (6 credit hours) electives from the following

- ACC 263
- ACC 353
- BIS 366
- BIS 371
- GEO 303
- IT 344
- MKT 310
- MKT 312
- Up to 3 hours of MKT 287 and MKT 398a05 may be counted as part of the 6 hours.

Consult advisor.

Notes

Enrollment in 200-level business courses requires 45 completed credit hours. Enrollment in 300-level business courses requires 75 completed credit hours.

To graduate in this sequence, a student must take at least one course for graduate credit during their Junior or Senior year. Up to 12 hours of approved graduate courses may be taken that will count for both the undergraduate and graduate program. The student must consult with an advisor and the program coordinator prior to the start of each new course to ensure approval.

3. Provide a description for the proposed program.

Students would apply for the Accelerated Advanced Marketing Analytics Sequence no later than their junior year, begin to take Marketing Analytics master's courses in their senior year, and complete course requirements for the master's degree in the following year (i.e., fifth year). The accelerated sequence enables them to complete the bachelors degree in marketing concentrating in Advanced Marketing Analytics, and continue one more year to complete requirements to earn the master of Science in Marketing Analytics.

Required courses for the Advanced Marketing Analytics sequence senior year are MBA 416 Applied Tools for Business Decision Making, BIS 471 Advanced Business Analytics, MKT 445 Advanced Marketing Analytics, MKT 440 Brand Management & Analytics, and various undergraduate courses listed in the attached plan of study. Students would complete MKT 498 Internship in Analytics over the summer, and the following courses in their final year, once fully enrolled in the Master of Science in Marketing Analytics degree program: MKT 499 Master's Thesis, MKT 411 Marketing and Sales Forecasting, and three electives from among MKT 414 Developments in Advanced Marketing Analytics (proposed new course), BIS 420 Programming for Data Science, BIS 466 Advanced Business Data Management, and IT 452 Data and Information Visualization.

4. Provide a rationale of proposed program.

Accelerated master's degree (AMD) programs offer high achieving students the opportunity to complete their bachelor's degree and master's degree with one additional year of study. Students will take both graduate and undergraduate classes during their senior year and seamlessly transition into their master's degree program for one additional year. These programs allow for an efficient move through two degrees and the ability to jumpstart student professional development by completing two degrees in less time than it would to complete them separately. It also allows our program to retain high achieving students through both degrees. A separate sequence must be created in order to track students and which graduate courses can substitute for undergraduate courses. No changes are being made to the original undergraduate sequence beyond course substitutions.

While the current undergraduate Advanced Marketing Analytics (AMA) sequence within the Marketing major emphasizes the quantitative and analytical side of marketing managerial decision making, it lacks the breadth of coverage to include advanced data management and other business analytics foundations, due to the limited number of courses students can take as undergraduates. The accelerated undergraduate sequence and Marketing Analytics Master's degree program will provide breadth and depth in marketing analytics skills training. AMA graduates are then better able to compete in the analytics job market, which increasingly requires a master's degree.

A spring 2020 survey of sophomores and juniors in two MKT 190 Marketing Fundamentals sections and one MKT 232 Marketing Research section showed strong interest in the accelerated program. In answer to the question "If this 4+1 program were available, would you be interested?", 32.4% of 145 students were extremely interested, 15.9% were interested, 17.2% were somewhat interested. Two-thirds of respondents expressed some level of interest in the marketing analytics accelerated program.

There is substantial demand for graduates of analytics degree programs.

According to the U.S. Bureau of Labor Statistics the expected growth rate of jobs from 2019 to 2029 for Market Research Analysts is 18%, which is substantially higher than the 4% growth rate expected for all occupations. As of 2019 there were 738,100 jobs in the U.S. in that category, and 130,300 jobs are expected to be added by 2029. <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm#tab-1>

The Department of Labor has similar positive forecasts for growth in various jobs in data analytics from 2019 to 2029: Operations Research Analysts (25% increase) <https://www.bls.gov/ooh/math/operations-research-analysts.htm#tab-2>

Management Analyst (11% increase) <https://www.bls.gov/ooh/business-and-financial/management-analysts.htm#tab-2>

Further evidence of demand for data analytics professionals graduating from the Marketing Analytics Master's program can be found at this link. <https://www.indeed.com/q-Data-Analyst-I-Illinois-jobs.html> There are over a 1,000 data analyst jobs in Illinois listed on Indeed.com.

Marketing is continuing to evolve into a data-driven career, with fastest growing skills involving technology. <https://www.pearson.com/pathways/areas-work-study/marketing-communications/marketing-analystcareer.html>

5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

The Advanced Marketing Analytics Accelerated Sequence will serve as a feeder program to the proposed Master of Science in Marketing Analytics. The accelerated sequence may lead to increased enrollment in the undergraduate marketing major, due to the new opportunity to earn a bachelors and masters in five years.

There are two tracks to the Master's program: (1) the external track where students enroll in the full two year graduate program, and (2) the internal track (4+1 accelerated program) in which students complete master's requirements in one year based in part on work done as an undergraduate. So, for Year One we project a 25 student total full-time enrollment in the Master's program, with 15 of that number coming from the accelerated program, and 10 students enrolling through the external track.

6. Provide a sample four-year plan of study that fulfills the following requirements: 120 hours, 42 senior college hours (200 and 300 level courses), and 39 General Education Program hours or 36 hours with exemption. If the program is a BS program, show the BS-SMT degree requirement. If the program is from CAS, show Foreign Language Requirement (LAN 111/LAN 112). Confirm General Education requirement exemptions on the General Education page of the current Academic Catalog. *4-year plans are not required for minor program proposals.*

See 5 Year Accelerated BS/MS Marketing Analytics Sample Plan of Study in the attachment. Requirements for the Advanced Marketing Analytics Accelerated Sequence are included in the first four years of the 5 Year Accelerated BS/MS marketing Analytics Sample Plan of Study (see below). The student will complete the requirements for the Advanced Marketing Analytics Accelerated Sequence and Marketing B.S. at the end of the fourth year.

The first two years recommendation is based on the traditional 4-year BS degree plan of study.

Unless otherwise noted, all courses are 3 credit hours.

Total Hours Required for 5-Year Accelerated BS/MS Program (Thesis Option) between 140-160 credit hours

Undergraduate Sample Plan of Study

First Year

Fall Semester (16 credit hours)

ENG 101 or COM 110 (General Education) (3)

BUS 100 (3)

General Education course (3)

General Education course (3)

MAT 120 (General Education) (4)

First Year

Spring Semester (14-16 credit hours)

ENG 101 or COM 110 (General Education) (3)

ECO 101 (3)

MAT 121 (B.S.-SMT) (4 hours)

General Education course (3)

Microsoft competency requirement - choose from IT 150 or BIS 167 (1-3)

Second Year

Fall Semester (15 credit hours)

ACC 131 (3)

MQM 100 (General Education) (3)

ECO 102 (3)

General Education course (3)

General Education course (3)

Second Year

Spring Semester (15 credit hours)

ACC 132 (3)

ENG 145a13 (3)

General Education course (3)

General Education course (3)

MKT 190 or MKT 230 (3)

Third Year

Fall Semester (15 credit hours)

FIL 185 (3)

General Education Course (3)

MQM 220 (3)

MKT 232 (3)

MKT 231 (3)

Third Year

Spring Semester (15 credit hours)

MQM 227 (3)

FIL 240 (3)

AMALI course or University-wide elective (3)

BIS 270 (3)

MKT 245 (3)

Fourth Year

Fall Semester (15 credit hours)

Undergraduate Marketing Analytics Elective (3)

University-wide elective (3)

Undergraduate Marketing Analytics Elective (3)

BIS 471 (3)

MBA 416 (3)

Fourth Year

Spring Semester (15 credit hours)

BUS 285 (0)

MQM 385 (3)

University-wide elective (3)

MKT 440 (3)

MKT 445 (3)

MKT 338 (3)

Notes:

7. Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:

MKT 411 Marketing and Sales Forecasting and MKT 414 Developments in Advanced Marketing Analytics are proposed new Master of Science in Marketing Analytics courses. Neither course is taken during the senior year, when the student is in the Accelerated Sequence. Those courses are taken in the fifth year when the student is fully enrolled in the Masters degree program.

8. Anticipated funding needs and source of funds.

The Financial Implication Form has been approved by the department curriculum chair, department chair, college dean, and Provost. There are no near term additional funding needs. FIF is in the attachment.

9. No Does this program count for teacher education?

10. No Is this an Interdisciplinary Studies program?

11. The following questions must be answered.

- Yes** Have you confirmed that Milner Library has sufficient resources for the proposed program?
- No** Are more than 120 hours required to complete a degree with this major?
- No** Beyond General Education, does the major require more than 66 semester hours?
- No** Does this sequence (if in a major) require more than 55 semester hours of courses in the major department/school?
- No** Does this program stipulate specific general education courses offered in the major department/school as a part of the major requirements only if such courses serve as prerequisites for other courses required by the major?
- Yes** Does this program stipulate specific course requirements (majors/sequences only) that also satisfy general education and/or IAI requirements?

Please specify those courses below.

MQM 100 (Gen Ed/IAI)
 ECO 101 (IAI)
 ECO 102 (IAI)

- No** Is the proposed program intended to be longer than four years (as indicated by the plan of study)?
- N.A.** Have letter(s) of concurrence from affected departments/schools been obtained?
A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.

12. Routing and action summary for New Program:

1. Marketing Department Curriculum Committee Chair

Duleep Delpechitre (website)
 Signature

Duleep Delpechitre
 Print

12/17/2021 11:19:41
 Date

2. Marketing Department Chair/School Director

<u>Horace Melton (website)</u>	<u>Horace Melton</u>	<u>12/17/2021 11:29:10</u>
Signature	Print	Date

3. College of Business College Curriculum Committee Chair

<u>Mona Bahl (website)</u>	<u>Mona Bahl</u>	<u>1/20/2022 1:41:16 PM</u>
Signature	Print	Date

4. College of Business College Dean

<u>Terry Noel (website)</u>	<u>Terry Noel</u>	<u>1/20/2022 2:07:06 PM</u>
Signature	Print	Date

5. University Curriculum Committee Chair

<u>Mary Califf (website)</u>	<u>Mary Califf</u>	<u>12/6/2022 10:46:44 AM</u>
Signature	Print	Date

All new programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate

Comments

Comments from Version 1 from Ian Gawron (Curriculum Committee Secretary):

This is being sent back on revision for various formatting concerns. The proposal is not in the current (2021-2022) catalog format. Please use your existing catalog copy (found at the below link) as a template/guide to create the catalog copy for this new sequence.

<https://illinoisstate.edu/catalog/undergraduate/marketing/advanced-marketing-analytics-course-requirements/>

If you have any questions/concerns, please email curriculumforms@ilstu.edu.

Comments from Version 2 from Ian Gawron (Curriculum Committee Secretary):

This proposal is being sent back on revision to resolve concerns with:

- MQM 385 prerequisites (MQM 385 lists MKT 230 and not MKT 190 as prerequisites, which would render the "MKT 190 or MKT 230" requirement as a non-choice where students would have to take MKT 230 anyway to get into the required course - MQM 385)
- Sample plan of study concerns of listing a fifth year
- BIS 168 being listed when it should not be.

If you have any questions/concerns, please email curriculumforms@ilstu.edu.

Comments from Version 3 from Ian Gawron (Curriculum Committee Secretary):

This is being sent back on revision at the request of the initiators.