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| S:\Communications\Logos and photos\SDBORLogos\final_sdbor_webreadyBW_trans.gif | **SOUTH DAKOTA BOARD OF REGENTS**  ACADEMIC AFFAIRS FORMS |
| New Baccalaureate Degree Minor |
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|  |  |
| --- | --- |
| **UNIVERSITY:** | DSU |
| **TITLE OF PROPOSED MINOR:** | **Marketing Minor** |
| **DEGREE(S) IN WHICH MINOR MAY BE EARNED:** | **All degrees except Bachelor Business Administration** |
| **EXISTING RELATED MAJORS OR MINORS:** | **Marketing Major, Marketing Education Minor** |
| **INTENDED DATE OF IMPLEMENTATION:** | **Fall 2020** |
| **PROPOSED CIP CODE:** | **52.1401** |
| **UNIVERSITY DEPARTMENT:** | **BIS** |
| **BANNER DEPARTMENT CODE:** | **DBUS** |
| **UNIVERSITY DIVISION:** | **Business** |
| **BANNER DIVISION CODE:** |  |

**Please check this box to confirm that:**

* The individual preparing this request has read [AAC Guideline 2.8](https://www.sdbor.edu/administrative-offices/academics/academic-affairs-guidelines/Documents/2_Guidelines/2_8_Guideline.pdf), which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
* This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

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| --- | --- | --- |
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| President of the University |  | Date |

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|  |

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

|  |  |  |
| --- | --- | --- |
|  |  |  |
| *Yes* |  | *No* |

1. **Do you have a major in this field (*place an “X” in the appropriate box*)?**
2. **If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

*Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.*

*DSU:* [*SDCL § 13-59*](https://sdlegislature.gov/Statutes/Codified_Laws/DisplayStatute.aspx?Type=Statute&Statute=13-59)[*BOR Policy 1:10:5*](https://www.sdbor.edu/policy/documents/1-10-5.pdf)

[*Board of Regents Strategic Plan 2014-2020*](https://www.sdbor.edu/the-board/agendaitems/Documents/2014/October/16_BOR1014.pdf.)

DSU offers a BBA, Marketing major. Dakota State University’s mission is to provide programs promoting the knowledge and understanding of business, information systems and education degrees. As our current institutional adopted mission statement reads, “DSU provides learning that integrates technology and innovation to develop graduates ready to contribute to local, national, and global prosperity.” This degree is in direct support of this mission.

1. **What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.**

The Marketing Minor complements various non-business majors by expanding students’ understanding of Marketing and the business world. Students will obtain a broad perspective of the Marketing field and explore specialty areas such as Advertising, Sales, and Marketing Technology.

1. **How will the proposed minor benefit students?**

A minor in Marketing provides students from non-business programs with an advantage over their respective peers in the marketplace as they will develop an understanding of the theories, concepts and practices that are commonly used in professional settings.

1. **Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota.** *Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

The growth rate for the Marketing profession is projected to grow at a rate of 8%, 3 points higher than the average.[[1]](#footnote-1) This minor better prepares careers in areas such as Art Directors, Graphic Designers, Freelance Writers[[2]](#footnote-2) and other positions that incorporate organizational communication.

1. **Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*).**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fiscal Years\*** | | | |
|  | **1st** | **2nd** | **3rd** | **4th** |
| *Estimates* | **FY 21** | **FY 22** | **FY 23** | **FY 24** |
| **Students enrolled in the minor (fall)** | **8** | **10** | **13** | **15** |
| **Completions by graduates** |  |  | **8** | **10** |

\*Do not include current fiscal year.

1. **What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.**

Similar Marketing minors are offered public and private institutions, including the University of Omaha – Nebraska, Providence College (RI), Loyola University (Chicago), SDSU and BHSU.

1. **Complete the tables below. Explain any exceptions to Board policy requested.**

*Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, including prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit hours (including prerequisites) or new courses, please provide explanation and justification below.*

1. **Distribution of Credit Hours**

|  |  |  |
| --- | --- | --- |
| Marketing Minor | **Credit Hours** | **Percent** |
| Requirements in minor | 18 | 100% |
| Electives in minor |  | % |
|  |  |  |
| Total |  |  |

1. **Required Courses in the Minor**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix** | **Number** | **Course Title**  *(add or delete rows as needed)* | **Prerequisites for Course**  *Include credits for prerequisites in subtotal below.* | **Credit Hours** | **New**  **(yes, no)** |
| ECON | 201 | ECON 201 Microeconomics |  | 3 | No |
| BADM | 370 | BADM 370 Marketing | ECON 201 | 3 | No |
| BADM | 472 | Marketing Technology | BADM 370 | 3 | No |
| BADM | 474 | Personal Selling | BADM 370 | 3 | No |
| BADM | 475 | Consumer Behavior | BADM 370 | 3 | No |
| BADM | 481 | Promotional Management | BADM 370 (co-requisite) | 3 | No |
|  |  |  | Subtotal | 18 |  |

1. **Elective Courses in the Minor:** **List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix** | **Number** | **Course Title**  *(add or delete rows as needed)* | **Prerequisites for Course**  *Include credits for prerequisites in subtotal below.* | **Credit Hours** | **New**  **(yes, no)** |
|  |  | None |  |  | Choose an item. |
|  |  |  | Subtotal |  |  |

* 1. **What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?** *Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (\*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.*

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| --- | --- | --- | --- |
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| Individual Student Outcome (Same as in the text of the proposal) | BADM  370 | BADM 472 | BADM 474 | | BADM 475 | BADM 481 | ECON 201 |
| Use promotional theories, strategies and tools to create a promotional plan that integrates current technology-enabled advertising techniques | X |  |  | | X | X | X |
| Prepare and present a technology-enhanced sales presentation by visually, verbally, and nonverbally communicating information utilizing best-practice sales techniques |  |  | X | | X |  |  |
| Apply technology concepts in enhancing/furthering business strategy. |  | X |  | |  |  | X |

#### *Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.*

1. **What instructional approaches and technologies will instructors use to teach courses in the minor?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Lectures and readings will be used to highlight course content. Online quizzing is used to prepare students for section tests. Key points will be emphasized via cases, discussions, and assignments that incorporate technology. Students will utilize the internet and Library database for research. Projects require students to apply concepts from the course, solving relevant business problem.

1. **Delivery Location**

*Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.*

1. **Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No** | ***Intended Start Date*** |
| **On campus** | Yes | **Fall 2020** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes/No** | ***If Yes, list location(s)*** | ***Intended Start Date*** |
| **Off campus** | No |  | Choose an item.Choose an item. |

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|  | **Yes/No** | ***If Yes, identify delivery methods***  *Delivery methods are defined in* [*AAC Guideline 5.5*](https://www.sdbor.edu/administrative-offices/academics/academic-affairs-guidelines/Documents/5_Guidelines/5_5_Guideline.pdf)*.* | ***Intended Start Date*** |
| **Distance Delivery (online/other distance delivery methods)** | Yes | 015 Internet Asynchronous – Term Based Instruction | **Fall 2020** |
| **Does another BOR institution already have authorization to offer the program online?** | Yes | **If yes, identify institutions: NSU** | |

1. **Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)?** *This question responds to HLC definitions for distance delivery.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes/No** | ***If Yes, identify delivery methods*** | ***Intended Start Date*** |
| **Distance Delivery (online/other distance delivery methods)** | No |  | Choose an item.Choose an item. |

1. **Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy.** *If not requesting any exceptions, enter “None.”*

None

1. **Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor.** *Address off-campus or distance delivery separately.*

The Marketing Minor takes advantage of courses already offered at DSU. No additional resources are requested for this minor.

1. **New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (*place an “X” in the appropriate box*).**

|  |  |
| --- | --- |
|  | YES, |

*the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.*

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| --- | --- |
|  | NO, |

*the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.*

1. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Advertising, Promotions, and Marketing Managers,

   on the Internet at https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm (visited January 10, 2020). [↑](#footnote-ref-1)
2. https://work.chron.com/kind-jobs-accept-minor-marketing-23606.html [↑](#footnote-ref-2)