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| S:\Communications\Logos and photos\SDBORLogos\final_sdbor_webreadyBW_trans.gif | **SOUTH DAKOTA BOARD OF REGENTS**  ACADEMIC AFFAIRS FORMS |
| New Specialization |
|  |  |

|  |  |
| --- | --- |
| **UNIVERSITY:** | DSU |
| **TITLE OF PROPOSED SPECIALIZATION:** | **Marketing** |
| **NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:** | **Bachelor of Business Administration (BBA)** |
| **INTENDED DATE OF IMPLEMENTATION:** | **8/18/2021** |
| **PROPOSED CIP CODE:** | **520201** |
| **UNIVERSITY DEPARTMENT:** | **College of Business and Information Systems** |
| **UNIVERSITY DIVISION:** | **DBUS** |

**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.*

|  |  |  |
| --- | --- | --- |
|  |  | 9/4/2020 |
| Institutional Approval Signature  *President or Chief Academic Officer of the University* |  | Date |

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|  |

1. **Level of the Specialization (*place an “X” in the appropriate box*):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Baccalaureate |  | Master’s |  | Doctoral |  |

1. **What is the nature/purpose of the proposed specialization?**

The university currently has a Marketing major in the business administration degree. This moves the major to a specialization. The Marketing specialization will build upon the baccalaureate in business administration (BBA) core curriculum with advanced coursework in the marketing discipline.

1. **Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.[[1]](#footnote-1)**

Overall employment of advertising, promotions, and marketing managers is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations.

<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

1. **List the proposed curriculum for the specialization (including the requirements for completing the major – *highlight courses in the specialization*):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Prefix** | **Number** | **Course Title**  *(add or delete rows as needed)* | **Credit Hours** | **New**  **(yes, no)** |
| **Core Requirements** | | | **60** |  |
| ACCT | 210 | Accounting I | 3 | No |
| ACCT | 211 | Accounting II | 3 | No |
| BADM | 101 | Survey of Business | 3 | No |
| BADM | 220 | Business Statistics | 3 | No |
| BADM | 310 | Business Finance | 3 | No |
| BADM | 321 | Business Statistics II | 3 | No |
| BADM | 344 | Managerial Communications | 3 | No |
| BADM | 350 | Legal Environment of Business | 3 | No |
| BADM | 360 | Organization and Management | 3 | No |
| BADM | 370 | Marketing | 3 | No |
| BADM | 405 | International Trade & Finance | 3 | No |
| BADM | 425 | Production and Operations Management | 3 | No |
| BADM | 482 | Business Policy and Strategy | 3 | No |
| CIS | 325 | Management Information Systems | 3 | No |
| CSC | 105 | Introduction to Computers | 3 | No |
| CIS  CIS  CSC | 123  130  150 | Problem Solving and Programming Visual Basic Programming OR  Computer Science I | 3 | No |
| ECON | 201 | Principles of Microeconomics | 3 | No |
| ECON | 202 | Principles of Macroeconomics | 3 | No |
| SOC | 285 | Society and Technology | 3 | No |
| Choose three credits from the following (3 credits): | | | | |
| CIS  CIS  CIS  CIS  CIS | 206  207  208  209  210 | Advanced Applications:  Advanced Applications: Spreadsheets  Advanced Applications: Database Advanced Applications: SAS QuickBooks I | 1  1  1  1  1 | No |
| **Marketing Specialization** | | | **21** |  |
| BADM | 474 | Personal Selling | 3 | No |
| BADM | 475 | Consumer Behavior | 3 | No |
| BADM | 476 | Marketing Research | 3 | No |
| BADM | 481 | Promotional Management | 3 | No |
| ACCT/BADM/CIS/CSC/ECON |  | Electives | 9 | No |
| **Electives** | | | **9** |  |

|  |  |  |
| --- | --- | --- |
| Total number of hours required for completion of specialization |  | 21 |
| Total number of hours required for completion of major |  | 81 |
| Total number of hours required for completion of degree |  | 120 |

1. **Delivery Location[[2]](#footnote-2)**

**A. 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 on-line program)?**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No** | ***Intended Start Date*** |
| **On campus** | Yes | **Fall 2021** |

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

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| --- | --- | --- | --- |
|  | **Yes/No** | ***If Yes, identify delivery methods[[3]](#footnote-3)*** | ***Intended Start Date*** |
| **Distance Delivery (online/other distance delivery methods)** | Yes | internet | **Fall 2021** |

**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? [[4]](#footnote-4)**

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

1. For workforce related information, please 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. [↑](#footnote-ref-1)
2. The Higher Learning Commission (HLC) and Board of Regents policy requires approval for a university to offer programs off-campus and through distance delivery. [↑](#footnote-ref-2)
3. 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). [↑](#footnote-ref-3)
4. This question responds to HLC definitions for distance delivery. [↑](#footnote-ref-4)