

Motion for Adding, Modifying, or Dropping a Program
Graduate Academic & Curriculum Committee
Fontbonne University

Title of Motion: Add a Concentration in Marketing to be available to students in the following graduate programs in the ECGBPS: MBA, MM, NPM, and SCM.

Date Submitted: Wednesday April 4, 2012

Submitted By: Anita Manion, Assistant to the Dean for ECGBPS Curriculum and OPTIONS Faculty & Jonathon Moberly, Curriculum Coordinator

Department/College: Eckelkamp College of Global Business & Professional Studies

Nature of Change: Add New Program: Modify Program: Drop Program:

It is moved that the Eckelkamp College of Global Business & Professional Studies be approved to add a Graduate Concentration in Marketing.

Rationale/Evidence of Need. Include how this new program aligns with Fontbonne's mission and strategic plan.

The Eckelkamp College of Global Business & Professional Studies desires to do the following:

- 1) Create more opportunity for ECGBPS graduate students to take elective courses that will provide them with the option of obtaining a concentration in a particular component of business.
- 2) Increase enrollment in the existing undergraduate marketing concentration and ECGBPS master's programs.

Based on research and discussions among Director of International Affairs, focus groups of Nonprofit Management professionals, Adjunct Instructors in the ECGBPS graduate programs, OPTIONS Assessment Coordinator, OPTIONS Student Services Department, ECGBPS Full-Time Faculty, and the OPTIONS Faculty & Curriculum Services Department, the following conclusions were made:

- 1) There is a high interest amongst international MBA students to be able to obtain a concentration in either Finance or Marketing. A concentration in one of these two areas makes them more marketable for employment when they return to their home country.
- 2) Those wishing to enter management positions in nonprofit organizations need to have both the skills obtained in an MBA program, particularly in Marketing, and the ability to apply those skills in a nonprofit environment.
- 3) Competing MBA, MM, and SCM programs offer students the opportunity to obtain a concentration in Marketing
- 4) The ability to offer a concentration in Marketing will make the graduate programs in the ECGBPS stronger and more marketable to prospective students.
- 5) These changes will further our graduate students' appreciation for learning and allow the ECGBPS to further offer a program that has a commitment to personal concern for our students.

Proposed Date of Implementation: Fall 2012

Projected Enrollment:

Based on discussions with the OPTIONS Admissions staff, we expect that the implementation of a Marketing Concentration for the ECGBPS graduate programs will make the respective programs more marketable to prospective students, thus increasing total enrollment. Additionally, students who add the Marketing concentration to their graduate program will take additional credit hours in the ECGBPS, thus increasing revenues. Students who obtained an undergraduate concentration in marketing will not be admitted into the graduate marketing concentration.

Financial Impact (describe/list projected amounts):

- **Faculty** Cost per student should actually decrease since enrollment is projected to increase and these are shared courses which will not require new faculty
- **New Library Holdings** No impact
- **Equipment** No impact
- **Audio-visual / software** No impact

Effect on currently enrolled students:

Current graduate students could elect to take the concentration beginning in fall 2012.

Does the proposed program replace an existing one?

No

New Program Objectives/Outcomes:

Upon completion of the concentration, students will be able to:

- 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 promotion, 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.

Course Listings for New Program:

List all courses required for the new program. Include course number/title and credit hours for each course. If new courses are being proposed, please complete the Motion to Modify, Add, or Drop a Course Form for each course.

Marketing Concentration	Credit Hours
BUS 509 Advertising Principles	3
BUS 511 Principles of Selling	3
BUS 513 Consumer Behavior	3
BUS 514 Marketing Research	3

Does this new program affect another department/college? YES NO
If yes, has this department/college approved of this new program?

Additional information:

The courses for the proposed Graduate Marketing Concentration are upper-level courses that are currently offered in the Undergraduate Marketing Concentration. The graduate course numbers have been created to cross-list the existing undergraduate courses as graduate courses. Students taking these courses at the graduate level will have additional assignments and expectations, and more rigorous grading criteria.

If approved, distribute to the following:

- Catalog
- Registrar
- Fontbonne Policy Manual Volume I
- Advisors' Manual
- Student Handbook
- Part-time Faculty Manual
- Staff Handbook
- Other: