

# New Program Proposal

Date Submitted: 10/05/20 5:41 pm

## Viewing: **MKTGMS : Marketing, Master of Science**

Last edit: 11/24/20 3:05 pm

Changes proposed by: kboston

Catalog Pages Using  
this Program

[Marketing.\(MKTG\)](#)

Submitter: 575-4622      User ID: kboston      Phone:

Program Status      Active

Academic Level      Graduate

Type of proposal      Major/Field of Study

Select a reason for  
this new program      Adding New Degree--(LOI 1, Proposal-1)

Are you adding a concentration?  
No

Are you adding or modifying a track?  
No

Are you adding or modifying a focused study?  
No

Effective Catalog Year      Fall 2021

College/School Code  
Walton College of Business (WCOB)

Department Code  
Department of Marketing (MKTG)

### In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Provost Initial
4. Director of Program Assessment and Review
5. Registrar Initial
6. Institutional Research
7. MKTG Chair
8. WCOB Curriculum Committee
9. WCOB Faculty
10. WCOB Dean
11. Dean of University Libraries
12. Global Campus
13. Provost Review
14. University Course and Program Committee
15. Graduate Committee
16. Faculty Senate
17. Provost Final
18. Provost's Office-- Documentation sent to System Office
19. Higher Learning Commission
20. Board of Trustees
21. ADHE Initial
22. ADHE Final
23. Provost's Office-- Notification of Approval

Program Code           MKTGMS  
Degree                    Master of Science  
CIP Code

24. Registrar Final  
25. Catalog Editor Final

### Approval Path

1. 10/05/20 5:58 pm  
Karen Boston  
(kboston):  
Approved for WCOB  
Dean Initial
2. 10/06/20 8:02 am  
Pat Koski (pkoski):  
Approved for GRAD  
Dean Initial
3. 10/06/20 10:21 am  
Terry Martin  
(tmartin): Approved  
for Provost Initial
4. 10/08/20 6:42 pm  
Alice Griffin  
(agriffin): Approved  
for Director of  
Program  
Assessment and  
Review
5. 10/09/20 1:40 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Registrar Initial
6. 10/09/20 1:41 pm  
Gary Gunderman  
(ggunderm):  
Approved for  
Institutional  
Research
7. 10/22/20 12:50 pm  
Brent Williams  
(bdw013):  
Approved for MKTG  
Chair

8. 10/23/20 9:49 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Curriculum  
Committee
9. 10/23/20 11:41 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Faculty
10. 10/23/20 11:42 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Dean
11. 10/23/20 1:12 pm  
Dennis Clark  
(dennisc): Approved  
for Dean of  
University Libraries
12. 10/23/20 1:37 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
13. 11/03/20 8:38 am  
Terry Martin  
(tmartin): Approved  
for Provost Review
14. 11/20/20 4:09 pm  
Myrlinda Soedjede  
(myrlinda):  
Approved for  
University Course  
and Program  
Committee
15. 12/13/20 3:25 pm  
Pat Koski (pkoski):  
Approved for

52.1401 - Marketing/Marketing Management, General.

Program Title

Marketing, Master of Science

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 30

## On-line/Web-based Information

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Reason for offering

Web-based Program

To provide an opportunity for students to complete the degree in an online format.

Maximum Class Size 25

for Web-based Courses

Course delivery mode

<b>Method(s)</b>
Online

Class interaction mode

<b>Method(s):</b>
E-mail
Chat

Percent Online

100% with No Required Campus Component

Provide a List of  
Services Supplied by  
Consortia Partners or  
Outsourced  
Organization  
N/A

Estimate Costs of the Program over the  
First 3 Years N/A

List Courses Taught  
by Adjunct Faculty

Upload  
Memorandum of  
Understanding Forms  
(if required)

## Program Requirements and Description

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Requirements

### Master of Science in Marketing

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The Sam M. Walton College of Business Master of Science in Marketing (MSM) is designed is for early-career professionals who want to receive advanced, specialized training in marketing. The degree is grounded in an understanding of the increasing complexity and breadth of the marketing and consumer behavior disciplines. Effective marketing decision making necessitates cross-functional expertise. Therefore, students will choose among areas of emphasis to complement their Marketing courses: Business Analytics, Supply Chain Management, or Strategy.

*Admission Requirements:* The Master of Science in Marketing (MSM) program is open to students who have earned a bachelor's degree from an accredited institution and who can present evidence of their ability to do graduate-level work. "Evidence of ability" means superior grade-point average, an acceptable test score on the Graduate Management Admissions Test (GMAT) or Graduate Record Exam (GRE), and recommendations with respect to ability for successful pursuit of graduate-level work. International applicants and residents aliens must submit an acceptable TOEFL or IELTS score, or complete the Intensive English Language Program (through Spring

International Language Center) and receive an English proficiency recommendation for admission. Other admissions criteria may be considered on a case by case basis.

Requirements for the Master of Science in Marketing:

Marketing Core Courses

21

<a href="#">MKTG 5103</a>	Introduction to Marketing
<a href="#">MKTG 5433</a>	Consumer and Market Research
<a href="#">MKTG 5523</a>	Marketing Analytics
<a href="#">MKTG 5553</a>	New Product Development and Strategy
<a href="#">MKTG 5563</a>	Retail Strategy
<a href="#">ISYS 5363</a>	Business Analytics

Choose one of the following:

<a href="#">ISYS 5103</a>	Data Analytics Fundamentals
<a href="#">ISYS 5213</a>	ERP Fundamentals

In addition to the Marketing core courses, choose three courses within one of the following specializations: 9

Business Analytics

<a href="#">ISYS 5103</a>	Data Analytics Fundamentals
<a href="#">ISYS 5503</a>	Decision Support and Analytics
<a href="#">ISYS 5843</a>	Seminar in Business Intelligence and Knowledge Management
<a href="#">ISYS 5833</a>	Data Management Systems

Strategy

<a href="#">MGMT 5223</a>	Business Leadership and Ethics
<a href="#">MGMT 5313</a>	Strategic Management

Any 5000 level Walton College courses as approved by the MSM program director

Supply Chain Management

<a href="#">SCMT 5623</a>	Supply Chain Innovation and Technology
<a href="#">SCMT 5633</a>	Introduction to Supply Chain Management
<a href="#">SCMT 5663</a>	Retail and CPG Supply Chain Management
<a href="#">SCMT 5683</a>	Supply Chain Management in Global Business
<a href="#">SCMT 5693</a>	Predictive Supply Chain Analytics

Total Hours

30

\*Students who complete [ISYS 5103](#) and the nine (9) hour Business Analytics specialization will be eligible for the Enterprise Systems Graduate Certificate; Business Analytics Track. [ISYS 5103](#) or [ISYS 5213](#) that is taken as part of the Marketing Core will not count toward the nine hours required for the Business Analytics specialization.

In addition to 30 hours of required coursework, students must take a comprehensive exam. The comprehensive exam will take the form of the final project in [MKTG 5563](#). The student's grade of B or above on the project will be considered a pass on the comprehensive exam.

After admission, the student must maintain a 3.0 grade-point average on all marketing and other graduate coursework with a grade of "B" or better in 75% of courses attempted. Proposed changes in elective specialization coursework can be made by students in consultation with and subject to the approval of the Program Director.

**MSM (Part Time):** The Walton College also provides an opportunity for professionals in the workplace to complete the program by taking 6 hours per semester for 5 semesters. For the MSM (part time), approval of the MSM Program Director is required to enroll in more than six hours per semester.

Program Costs

N/A

Library Resources

N/A

Instructional

Facilities

N/A

Faculty Resources

N/A

List Existing Certificate or Degree Programs that Support the Proposed Program

<b>Program(s)</b>
BADMMB - Business Administration, Master of Business Administration

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 25

Scheduled Program Review Date 2021-2022

Program Goals and Objectives

<b>Program Goals and Objectives</b>
The Sam M. Walton College of Business Master of Science in Marketing is designed is for early-career professionals who want to receive advanced, specialized training in marketing. The degree is grounded in an understanding of the increasing complexity and breadth of disciplines related to marketing and consumer behavior. Effective marketing decision making necessitates cross-functional expertise. Students will choose among areas of emphasis to complement their Marketing courses: Business Analytics, Supply Chain Management, or Strategy.

Learning Outcomes

<b>Learning Outcomes</b>

### Learning Outcomes

The MSM coursework is designed to foster customer-focused innovation and decision making. Students will recognize the core activities that play a role in creating, developing, and making available products and services. Students will understand the challenges faced by competing organizations in an environment altered by changes in consumer behavior, technology, and globalization. They will gain applied understanding of standard and advanced analytical techniques used to transform customer and competition data into actionable business intelligence. Many courses will be project-based.

#### Description and Justification for this request

Description of request	Justification for request
Proposing a new Master of Science in Marketing.	Marketing is a field that continues to grow, according to the Bureau of Labor Statistics. Between 2018 and 2028, the profession is projected to grow 8 percent, increasing the ranks of marketing managers to over 300,000. Industrywide, needs are changing and becoming more complex, especially in Arkansas. The growing economy in Arkansas is in need of managers and leaders trained in the full skill set of marketing decision making, including retailing, customer/shopper insights, new product development, and marketing research.

#### Upload attachments

[MKTGMS - New Degree - Ltr of Intent.docx](#)

[MKTGMS - New Degree - Supporting Documentation.pdf](#)

[MKTGMS - New Degree - Proposal 1.docx](#)

[MKTGMS - New Degree - Proposal 1 Revised.docx](#)

#### Reviewer Comments

**Alice Griffin (agriffin) (10/08/20 9:13 am):** ISYS 5103 under the Business Analytics heading reflected a red error box, since the course was already used in the course list. I entered the course as a comment field to remove the red error box. Alignment will need to be adjusted during catalog edits.

**Alice Griffin (agriffin) (10/08/20 10:28 am):** Changed scheduled program review date to match college's accreditation visit with AACSB.

**Alice Griffin (agriffin) (10/08/20 10:33 am):** Inserted ISYS 5103 in text of catalog copy with permission from submitter. Hyper-linked courses in text.

**Alice Griffin (agriffin) (10/08/20 6:39 pm):** Reformatted Proposal 1 and Supporting documents to match BOT format with approval from submitter. Reattached files to end of record and

renamed them to match BOT naming convention.

**Myrlinda Soedjede (myrlinda) (11/20/20 4:09 pm):** Program proposal was approved by UCPC pending 4000-level courses being replaced with 5000-level courses before reaching Graduate Council.

**Pat Koski (pkoski) (11/24/20 3:03 pm):** Under the strategy block, I replaced MGMT 4953 and 4263 with this sentence: "Any 5000 level Walton College courses as approved by the MSM program director." I also removed this sentence: "With the approval of the MSM Program Director, any senior level marketing course (MKTG 4000+) may be taken for graduate credit"

Key: 792