

# Program Change Request

Date Submitted: 03/31/22 4:41 pm

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

Last approved: 11/18/21 2:00 pm

Last edit: 04/08/22 11:24 am

Changes proposed by: aellstra

Catalog Pages Using  
this Program  
[Marketing.\(MKTG\)](#)

Submitter: User ID: [waldie kboston](#) Phone:  
[479-575-2058](#) ~~575-~~  
~~4622~~

Program Status Active

Academic Level Graduate

Type of proposal Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

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 2023

College/School Code

## In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MKTG Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Graduate Council
14. Faculty Senate
15. Provost Final
16. Registrar Final
17. Catalog Editor Final

## Approval Path

1. 03/31/22 7:33 pm  
Alan Ellstrand  
(aellstra): Approved for WCOB Dean Initial
2. 03/31/22 7:56 pm  
Jim Gigantino  
(jgiganti): Approved

Walton College of Business (WCOB)

Department Code

Department of Marketing (MKTG)

Program Code           MKTGMS

Degree                    Master of Science

CIP Code

for GRAD Dean  
Initial

3. 04/07/22 9:59 am  
Alice Griffin  
(agriffin): Approved  
for Director of  
Curriculum Review  
and Program  
Assessment
4. 04/07/22 2:10 pm  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
5. 04/07/22 2:13 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
6. 04/07/22 3:53 pm  
Dinesh Gauri  
(dkgauri): Approved  
for MKTG Chair
7. 04/07/22 3:56 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB  
Curriculum  
Committee
8. 04/07/22 3:57 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Faculty
9. 04/07/22 3:57 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
10. 04/07/22 4:05 pm  
Suzanne Kenner

- (skenner): Approved for Global Campus
11. 04/08/22 8:07 am  
Ketevan Mamiseishvili (kmamisei): Approved for Provost Review
12. 04/22/22 3:38 pm  
Alice Griffin (agriffin): Approved for University Course and Program Committee
13. 08/18/22 3:43 pm  
Jim Gigantino (jgiganti): Approved for Graduate Council

### History

1. Nov 18, 2021 by Karen Boston (kboston)

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 30

complete the  
program?

## 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

Method(s)
Online

Class interaction  
mode

Method(s):
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     N/A  
Program over the  
First 3 Years

List Courses Taught  
by Adjunct Faculty

Upload  
Memorandum of

Understanding Forms  
(if required)

## Program Requirements and Description

### Requirements

The Sam M. Walton College of Business Master of Science in Marketing is designed to provide professional preparation for recent graduates and 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 discipline.

Admission Requirements: Students must apply to and meet the admissions requirements of the Graduate School of Business and be admitted by the departmental admissions committee.

~~The Master of Science in Marketing (M.S.) 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:

<u>Marketing Core Courses</u>		<u>15</u>
<u>MKTG 5103</u>	Introduction to Marketing	
<u>MKTG 5433</u>	Consumer and Market Research	
<u>MKTG 5343</u>	<u>Digital Marketing</u>	
<u>MKTG 5523</u>	Marketing Analytics	
<u>MKTG 5333</u>	<u>Retailing Strategy and Processes</u>	
<u>Electives</u>		<u>15</u>
<u>MKTG 5353</u>	<u>Category Management and Assortment</u>	
<u>MKTG 5513</u>	<u>Sales Analytics</u>	
<u>MKTG 5553</u>	New Product Development and Strategy	
<u>MKTG 5563</u>	<u>Retail Strategy</u>	3
<u>ISYS 5363</u>	<u>Business Analytics</u>	3
<u>Choose one of the following:</u>		<u>3</u>

~~ISYS 5103~~~~Data Analytics Fundamentals~~~~ISYS 5213~~~~ERP Fundamentals~~

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

9

**Business Analytics**~~ISYS 5103 Data Analytics Fundamentals~~~~ISYS 5503~~~~Decision Support and Analytics~~~~ISYS 5843~~~~Seminar in Business Intelligence and Knowledge Management~~~~ISYS 5833~~~~Data Management Systems~~**Strategy**~~MGMT 5223~~~~Business Leadership and Ethics~~~~SEVI 5313~~~~Strategic Management~~~~Any 5000 level Walton College courses as approved by the MSM program director~~**Supply Chain Management**~~SCMT 5623~~~~Technology-enabled Supply Chain Design and Optimization~~~~SCMT 5633~~~~Foundations for New Product Launch and Integrated Demand-Driven Value Networks~~~~SCMT 5663~~~~PLAN: Demand Planning and Inventory Operations~~~~SCMT 5683~~~~SOURCE: Global Procurement and Supply Management~~~~SCMT 5693~~~~Supply Chain Performance Management and Analytics~~MKTG 5573Advanced Marketing AnalyticsMKTG 5583 SOCIAL MEDIA MARKETINGCourse MKTG 5583 SOCIAL MEDIA MARKETINGNot FoundMKTG 5413 SPECIAL TOPICS IN MARKETINGCourse MKTG 5413 SPECIAL TOPICS INMARKETING Not Found

Students must choose a minimum of three Marketing electives. Other elective courses may be approved by the MSM director.

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 9 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 5333. ~~in MKTG 5563.~~ The student’s grade of B or above on the project will be considered a pass on the comprehensive exam.

**Academic Standing** ~~\*Students who complete ISYS 5103 and Dismissal: Please see the Graduate School of nine 9-hour Business policy Analytics specialization will be eligible for more information. 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 9 hours required for the Business Analytics specialization.~~

~~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. M.S. in Marketing (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 M.S. (part-time), approval of the Program Director is required to enroll in more than six hours per semester.~~

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 25

Scheduled Program 2026-2027 ~~2021-~~  
Review Date ~~2022~~

Program Goals and Objectives

**Program Goals and Objectives**

The Sam M. Walton College of Business Master of Science in Marketing is designed to provide professional preparation ~~is~~ for recent graduates and early-career professionals who want to ~~to~~ receive advanced, specialized training in marketing. The degree is grounded in an understanding of the increasing complexity and breadth of the disciplines related to marketing discipline. ~~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

**Learning Outcomes**

**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 of the request

Description of specific change	Justification for this change
<p>Update admissions policy to reflect the newly approved GSB admissions policy.</p> <p>Change in core coursework from 21 to 15 hours and a change in elective coursework from 9 to 15 hours to reflect new course offerings with new faculty expertise. total change of 12 hours.</p> <p>Removed non-MKTG coursework from the elective list.</p> <p>Update to the comprehensive exam equivalent.</p>	<p>Overall program changes include a greater focus on marketing classes and a simplified program structure.</p> <p>Addition of MKTG 5343 and MKTG 5333 as core courses. Deletion of MKTG 5553, MKTG 5563, ISYS 5363 as core courses.</p> <p>Deletion of non-MKTG elective options under the 15 hours and inclusion of new MKTG courses MKTG 5583 and 5413. Removal of language referring to ISYS coursework option.</p> <p>Updated comprehensive exam course equivalence to MKTG 5333.</p>

Upload attachments

Reviewer Comments

**Alice Griffin (agriffin) (04/07/22 9:54 am):** MKTG 5343 Digital Marketing course has completed approval, so I swapped out the red box with the approved version.

**Alice Griffin (agriffin) (04/07/22 9:55 am):** Both MKTG 5583 and MKTG 5413 are working their way through approval at this time.

**Alice Griffin (agriffin) (04/07/22 9:58 am):** ATTENTION: Due to the changes to the admissions policy, this minor request will require campus approval.

**Alice Griffin (agriffin) (04/07/22 9:59 am):** Revised scheduled program review date.

Key: 792