

Program Change Request

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Program Inactivation Proposal

Date Submitted: 05/04/17 2:04 pm

Viewing: **CERT-CU3 : Analytics and Consulting - Certificate**

Last approved: 04/18/17 2:01 pm

Last edit: 05/04/17 2:04 pm

Changes proposed by: michellediaz

[Analytics and Consulting - Certificate](#)

Catalog Pages Using this Program

Explain how affected parties (students, faculty, staff) will be informed of the impending closure.

All majors will be notified by email of the impending change for the 2018-2019 catalog. For faculty and staff, notification will occur at departmental meetings and by email.

Explain how students will be helped to complete their programs of study with minimal disruption or additional expense.

The courses for the certificate are always offered, since they are regular major courses. The remaining students will easily be able to register for them in any given semester. The courses are part of faculty members' regular course loads. Current students in the certificate will be able to complete the remaining requirements without disruption. Future students will not be able to since it will not be offered in their respective catalog.

Upload teach-out agreements with other institutions.

Explain how faculty and staff will be redeployed or helped to find new employment.

Not applicable as faculty and staff will remain as they are currently employed and used, with the same effort.

How many students are currently enrolled in the program? **25**

Projected graduation date for the last student(s) in the program? **05/2019**

Rationale for inactivation/deletion

The department now offers transcriptable tracks that match our certificates, making the certificates redundant. The faculty would prefer to use other methods besides a certificate to encourage student engagement.

Contact(s)

In Workflow

1. MKTG Department Head
2. Curricular Services Review
3. BA Committee Preparer UG
4. BA Committee Chair UG
5. BA College Dean UG
6. Provost
7. UCC Preparer
8. UCC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. External Approval
14. Curricular Services

Approval Path

1. 05/04/17 4:09 pm
Janet Parish (jparish):
Approved for MKTG Department Head
2. 05/19/17 8:44 am
Angel Mario Carrizales (carr1214): Approved for Curricular Services Review
3. 05/19/17 10:03 am
Michelle Diaz (michellediaz):
Approved for BA Committee Preparer UG
4. 05/19/17 10:15 am
Michelle Diaz (michellediaz):
Approved for BA Committee Chair UG
5. 05/19/17 10:58 am
Martha Loudder (m-loudder): Approved for BA College Dean UG
6. 05/24/17 3:46 pm
Mike Stephenson (mstephenson):
Approved for Provost
7. 06/07/17 2:08 pm
Sandra Williams (sandra-williams):
Approved for UCC Preparer
8. 08/10/17 9:01 am
Sandra Williams (sandra-williams):
Approved for UCC Chair

Name	E-mail	Phone
Michelle Diaz	mdiaz@mays.tamu.edu	979-595-6458

History

1. Apr 18, 2017 by
Michelle Diaz
(michellediaz)

Academic level	Undergraduate
Effective Term	2017-2018
Department	Marketing
College	Mays Business School
Program type	Certificate
With a certificate in	Analytics and Consulting
Catalog Program Title	Analytics and Consulting - Certificate
CIP and Fund code	5218010016

Rationale for Proposal	We are adding zero-credit-hour courses to capture high-impact learning experiences for the certificate.
Program hours	12
Is this program eligible for financial aid?	No
Certificate type	Degree-dependent
Program delivery mode	On-campus

Catalog Program Requirements

Requirements include 12 hours of specific coursework, with a grade of "B" or better required in each certificate course, and have a minimum cumulative GPA of 3.0 by graduation.

Course List

Code	Title	Semester Credit Hours
MKTG 299	Marketing Professional Organization Involvement 1	0
MKTG 430	Marketing Consulting	3
MKTG 431	Marketing Analytics	3
MKTG 432	Corporate Social Responsibility	3
Select one of the following:		
MKTG 298	Marketing Internship Experience 2	
MKTG 484	Marketing Internship	
Select one of the following:		3
MKTG 325	Retailing Concepts and Policies	
MKTG 326	Strategic Retailing	
MKTG 335	Professional Selling	
MKTG 345	Social Media and Public Relations	
MKTG 347	Advertising and Creative Marketing Communications	
MKTG 425	Retail Merchandising	
MKTG 426	Advanced Retail Case Study	
MKTG 435	Advanced Selling	
MKTG 436	Sales Leadership	
MKTG 438	Strategic Digital Marketing	
MKTG 442	Innovation and Product Management	
MKTG 445	Account Planning and Research	
MKTG 447	Advanced Advertising: Case Competition	
MKTG 489	Special Topics in...	
Total Semester Credit Hours		12

1Must take MKTG 299 at least two semesters during participation in American Marketing Association. Therefore, MKTG 299 must be taken a minimum of two times to receive the certificate.

2Also, an internship involving analytics and/or consulting is required. The internship must be for a minimum of 300 hours over 15 weeks or fewer. No more than 20% of work can be clerical or unrelated to the development of professional skills in analytics/consulting. The internship must offer meaningful, professional-level learning. The student must comply with all company regulations, health and safety conditions, and legal requirements.

Additional information Certificate changes proposed are to capture high impact learning experiences that are now part of zero-credit hour courses.

Required Proposal
Forms

Reviewer Comments **Mike Stephenson (mstephenson) (05/24/17 3:46 pm):** SACSCOC approval required.
Sandra Williams (sandra-williams) (08/10/17 9:01 am): Approved by UCC (August).

Course Reviewer
Comments **Mike Stephenson (mstephenson) (05/24/17 3:46 pm):** SACSCOC approval required.
Sandra Williams (sandra-williams) (08/10/17 9:01 am): Approved by UCC (August).

Key: 141