

Attachment K

Program Change Request

New Program Proposal

Date Submitted: 01/31/18 1:11 pm

Viewing: **CERT-ANLY : Analytics - Certificate**

Last edit: 02/21/18 1:41 pm

Changes proposed by: hannahmcole

Contact(s)

Name	E-mail	Phone
Hannah Cole	hannahmcole@tamu.edu	9798452309

Academic level Graduate
 Effective Term 2019-2020
 Department Marketing
 College Mays Business School
 Program type Certificate
 With a certificate in Analytics

Catalog Program Title
 Analytics - Certificate

CIP and Fund code 5214020016

Rationale for Proposal

The MS Marketing - Certificate in Analytics is designed to complement a student's degree and to provide tangible evidence of rigorous academic and experiential preparation for a career in marketing analytics or a related field. It is open to MS-Marketing students and requires 12 hours of coursework.

Program hours 12

Is this program eligible for financial aid?

Certificate type Degree-dependent

Program delivery mode On-campus

Catalog Program Requirements

Required Courses:

Code	Title
MKTG 626	Marketing Analytics II

Course List

Semester Credit Hours
3

In Workflow

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

Approval Path

1. 01/31/18 2:31 pm
Janet Parish (jparish): Approved for MKTG Department Head
2. 02/01/18 4:19 pm
Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 02/01/18 4:35 pm
Angela Catlin (acatlin): Approved for BA Committee Preparer GR
4. 02/01/18 4:39 pm
Michael Shaub (mshaub): Approved for BA Committee Chair GR
5. 02/01/18 4:40 pm
Michael Kinney (kinneym): Approved for BA College Dean GR
6. 02/02/18 8:09 am
Deena McConnell (djm): Approved for Provost
7. 02/16/18 12:49 pm
Meagan Kelly (meagankelly): Approved for GC Preparer
8. 03/01/18 3:29 pm
LaRhesa Johnson (lrjohnson): Approved for GC Chair

Code	Title	Semester Credit Hours
MKTG 630	Marketing Analytics and Consulting	3
MKTG 635	Marketing Analytics and Pricing	3
MKTG 625	Marketing Analytics I	3
Total Semester Credit Hours		12

Additional Requirements

Additional information

Required Proposal Forms [Certificate Programs Form - MS Analytics.docx](#)

Reviewer Comments **Angel Mario Carrizales (carri1214) (02/08/17 9:53 am):** Rollback: Catalog Title & Certificate Code do not match. Missing course list table. Initiator has been e-mailed with further details and instructions.

Key: 836

New Program Request Form for Certificate Programs

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. **Institution:** Texas A&M University, Mays Business School, Department of Marketing

2. **Program Name** – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

MS Marketing - Certificate in Analytics

3. **Proposed CIP Code:** 5214020016

4. **Brief Program Description** – Describe the program and the educational objectives:

The MS Marketing - Certificate in Analytics is designed to complement a student's degree and to provide tangible evidence of rigorous academic and experiential preparation for a career in marketing analytics or a related field. It is open to MS-Marketing students and requires 12 hours of coursework.

Number of Semester Credit Hours Required:

12 hrs

5. **Administrative Unit** – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The MS Program in The Department of Marketing within Mays Business School

6. **Proposed Implementation Date** – Report the first semester and year that students would enter the program:

Fall 2018

7. **Contact Person** – Provide contact information for the person who can answer specific questions about the program:

Name: Stephen McDaniel
Title: Director, Master of Science in Marketing program
E-mail: smcdaniel@mays.tamu.edu
Phone: 979.845.5801

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

YEAR	1	2	3	4	5
Headcount	10	12	14	16	18
FTSE	10	12	14	16	18

II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses MKTG 625 626 630 635	12
Prescribed Electives	
Free Electives	
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
TOTAL	12

- B. **Curriculum** – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

Prefix and Number	Required Courses	SCH
MKTG 625	Marketing Analytics I	3
MKTG 626	Marketing Analytics II	3
MKTG 630	Marketing Analytics Consulting	3
MKTG 635	Marketing Analytics and Pricing	3
	TOTAL SCH	12

- C. **Faculty** – Use these tables to provide information about **Core** and **Support** faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Sridhar, Hari Assoc. Professor	Ph.D. Marketing University of Missouri	MKTG 625	67%
Sharma, Amalesh Asst. Professor	Ph.D. Marketing (pending 2017) Georgia State Universtiy	MKTG 626	33%
Sridhar, Hari Assoc. Professor	Ph D. Marketing, University of Missouri	MKTG 630	67%
Liu, Yan Asst. Professor	Ph.D. Marketing Purdue University	MKTG 635	33%
New Faculty in Year —			
New Faculty in Year —			

- D. **Students** – Describe general recruitment efforts and admission requirements. How will students be accepted into the program? In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Students are recruited from the MS Marketing Program through the basic Marketing Analytics, Marketing Analytics and Pricing and Marketing Consulting courses. Strategies to retain students include their interaction with corporate executives, faculty and career fairs.

- E. **Library** – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

The Texas A&M University Libraries, and its West Campus Library business facility, is well positioned to support a graduate level certification in Analytics.

The Libraries hold over 2,500 titles in their catalog relating to the subject. The Libraries have holdings of over 150 electronic and print periodicals that address various forms and aspects of marketing. Additionally, the West Campus Library provides access to 10 key marketing and advertising databases in the R.C. Barclay Reference and Retailing Resources Center, including the Simmons/Choices3 and Business Source Complete databases.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Existing Wehner classrooms and administrative offices will be used to support this program.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not applicable for this certificate.

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

Classroom, competitions, interaction with faculty and corporate executives, plus feedback from internships will clearly show the student's performance.

- I. Administration of Program – Describe how the program will be administered. Where will the program be administered (i.e., department, college)?

The program will be administered by the Department of Marketing.

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

No additional costs will be incurred for this certificate.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

- Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
- Specify other costs here (e.g., administrative costs, travel).

3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;

- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date