

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		09-48e	App-3/30/10	App-4/20/10

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

<u>Current Course prefix, number and full title</u>	<u>Proposed course prefix, number and full title, if changing</u>
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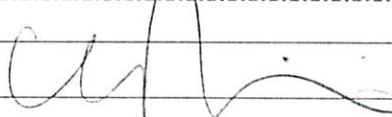
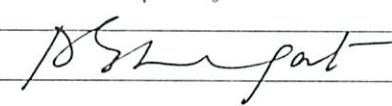

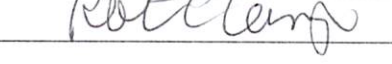
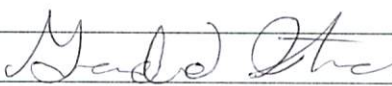
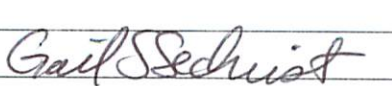
2. Additional Course Designations: check if appropriate

This course is also proposed as a Liberal Studies Course. Other: (e.g., Women's Studies, Pan-African)
 This course is also proposed as an Honors College Course.

3. Program Proposals

New Degree Program Catalog Description Change Program Revision
 New Minor Program Program Title Change Other: Distance education Program Delivery - Post-bac Second Degree in Marketing
 New Track

<u>Current program name</u>	<u>Proposed program name, if changing</u>
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4. Approvals		Date
Department Curriculum Committee Chair(s)		2/20/09
Department Chair(s)		11/2/09
College Curriculum Committee Chair		11/2/09
College Dean		11/29/09
Director of Liberal Studies *		
Director of Honors College *		
Provost *		11/22/10
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		3-30-10

2. Introduction

Department of Marketing proposes to offer its *Post-Baccalaureate Second Degree Program in Marketing* in a 100% online format. Traditionally the Post-Bac 2nd degree program has been offered to meet the needs of those who are seeking career changes or supplementary qualifications and credentials for their professional advancement. The objective of this online program is to provide convenient access to a high quality AACSB accredited Bachelor of Science degree in Marketing to those who have already earned a bachelor's degree in another field. Target audiences for this online program include:

- (a) Professionals currently working in marketing and related fields (sales, new product development, customer service, advertising, public relations etc.) but who do not have a professional marketing degree. Examples – an engineer with new product design responsibilities, a health care professional with customer service responsibilities, a financial services consultant who is in charge of sales and service of insurance and retirement savings products. These students can obtain a professional marketing degree in a convenient format without interrupting their careers.
- (b) International students with a bachelor's degree from their home country who are looking for an accredited online US degree in Marketing. These students will be able to complete the degree requirements from the respective home countries in a cost effective fashion.

Currently all the 11 courses of the Business Core, all the 4 courses of the Marketing Core and 7 of the Marketing Electives have been approved for online delivery. All the courses in the Business Core have been offered online every semester and summer for the past 5 years and all the Marketing Core and elective courses are being offered during regular semesters and summer sessions on a systematic basis for our current students to give them flexibility in course selection and scheduling.

The long range objective of offering the Post Bac 2nd Degree Program in Marketing is to seek a systematic enrollment of 40 to 50 students every year from the target segments and provide them access to a high quality online Marketing degree. There will be no changes to the current Marketing Post-Bac 2nd degree requirements and all the provisions of the current undergraduate degree catalog would apply.

Faculty teaching college of business core courses online and the marketing faculty teaching Marketing Core and elective courses online have substantial experience in online pedagogy and instructional techniques and have a demonstrated capability and success in online delivery of these courses so far. The additional students joining the marketing degree program through the post-bac 2nd degree route will be accommodated in the current sections of these courses offered online. When the post-bac program reaches its projected level of enrolment, more of the enrollment would be taken up by this group and less by our on-campus students who have the option of doing the in-class versions of these courses since every required core course in business and marketing is offered in multiple sections every semester.

The proposed online version of the post-bac 2nd degree in Marketing meets - the market opportunity criteria, resources and capabilities criteria and benefits to the selected student segments criteria. This would also be a first step to a 'complete online marketing degree program' when a plan for online offering of the entire liberal studies requirement for a marketing major is made.

3. Method of Delivery

- Marketing Department in collaboration with Office of Distance Learning and Continuing Education will develop a marketing and recruitment plan targeting the two student segments for this program. This will be accomplished through e-mail, selective international newspaper advertising and through search advertising.
- A marketing department faculty will be appointed as advisor to this program and will be responsible for admission, transcript review for transfer credits, advising and support during the program.
- Admission will be selective and limited to a maximum of 30 for the first year. Prior academic track record with a minimum GPA of 2.5, professional background and goal statement of the applicant will be used for the selection process. Program is scheduled to start Fall 2010, and students can start the program in Fall, Spring or Summer.

Degree Requirements:

- Applicants must have completed an accredited first bachelor's degree in any field.
- Before starting the post-bac 2nd degree program in Marketing, students must complete the college of business pre-requisite (or equivalent) courses: MATH 115, MATH 214, ECON 121, ECON 122, PSYC 101, IFMG 101. Many of these courses are also offered online by IUP.
- College of Business Core Courses: ACCT201, ACCT202, QBUS215, BLAW235, MKTG320, MGMT310, BTST321, IFMG300, FIN310, MGMT330, MGMT495. These courses are currently offered online every semester and summer.
- Marketing Core Courses: MKTG321, MKTG421, MKTG420, MKTG422. These courses are currently offered in a sequence during Fall/Spring and all the courses are offered in summer.
- Online Marketing Electives (five are required for the degree): MKTG 350, MKTG430, MKTG433, MKTG435, MKTG436, MKTG439, MKTG442. A selection of these marketing electives are currently offered online during Fall, Spring and Summer.

(a) Faculty:

Currently two faculty members have been designated for each of the college of business and marketing online courses required for this program. These faculty members have already taught these courses several times online over the past five years with successful results. All online course proposals have gone through a rigorous departmental level peer review process for content and pedagogy to meet the course objectives and have been continuously improved over the years to be current. Since these courses are currently being offered online no additional faculty will be required to accommodate the additional 30 students projected for the post-bac 2nd degree program. If the program demand grows, then additional complements will be needed accordingly.

(b) Online Course Schedule Plan

1. Each of the 11 College of Business Core courses will be offered every semester and summer. Some of these courses will also be available during Winter Term.
2. MKTG 321 and MKTG 420 will be offered every Fall and summer.
3. MKTG 421 and MKTG 422 will be offered every Spring and summer.
4. One or two Marketing Electives will be offered every semester.
5. Three or four Marketing Electives will be offered every summer.

The above schedule plan of 17 online courses every semester and 21 courses during summer session would permit a timely completion of degree requirements in the post-bac 2nd degree program, including a path for those who want to complete the program at a rate of 12 credits/semester.

(c) Advising of students:

One marketing faculty will be specially designated as the advisor/mentor of the Post-Bac 2nd degree students. Advising strategies would include – regular online chat/discussion sessions, online advisor office hours, assistance with course selection and schedule planning by email, special website with newsletters, professional development and career planning advice.

(d) Outcomes Assessment:

Eberly College of Business is currently in the process of implementing a college-wide “Assurance of Learning” (AoL) initiative as part of our AACSB accreditation process. The post-bac 2nd degree program will be part of this outcomes assessment plan and each course in the program and the overall program will be assessed under this plan for the achievement of course and program level learning goals and objectives.

In addition, an annual survey of all the students and faculty involved in teaching the courses in this program would be conducted to assess the satisfaction with the learning experience in this online program.

(e) Compliance with CBA:

This program will be in full compliance with the distance education article of the CBA as well as all provisions of the current Undergraduate Curriculum handbook.

4. Impact of Program

(a) Demand:

Enrollment in online degree program in business administration is growing at a rate of 21% during 2008 as per the Sloan Foundation Consortium report (<http://www.sloan-c.org/publications/survey/index.asp>). The demand for high quality accredited online degree in Business Administration is also very strong in developing Asian countries. In addition, in light of the recent economic upheaval, there is greater urgency among professionals to upgrade their credentials and skill sets. The proposed post-bac 2nd degree program is well positioned to serve these needs. The immediate scope of the program to start with a target enrollment of 30 to 50 is in line with the current faculty resources of the Department. Once the program is field tested and refined there is substantial growth potential with additional faculty resources.

(d) Impact on existing majors:

We are currently offering all the online courses specified in this proposal. Once the online post-bac 2nd degree program goes into effect, a priority in online courses will be given to the post-bac students. Since multiple in-class sections of each of the required course is currently available, the existing majors can be accommodated in these sections. As a result of this new version of the program, average class sizes is expected to go up by 3 to 5 in each section. Since the post-bac 2nd degree program will target experienced professionals and those with prior bachelor's degrees we expect to see an increase in quality of students in our online course sections. This proposed online version of the post-bac program will increase our visibility in professional business communities as well as in international higher education communities.