Institution Submitting Request: Dixie State University
Proposed Title: Marketing Minor
Currently Approved Title: N/A
School or Division or Location: School of Business
Department(s) or Area(s) Location: Business Department

Recommended Classification of Instructional Programs (CIP) Code (for new programs): 52.1401
Current Classification of Instructional Programs (CIP) Code (for existing programs): N/A
Proposed Beginning Date (for new programs): 07/01/2013
Institutional Board of Trustees’ Approval Date: XX/XX/XXXX

Proposal Type (check all that apply):

<table>
<thead>
<tr>
<th>SECTION NO.</th>
<th>ITEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1.1</td>
<td>Minor*</td>
</tr>
<tr>
<td>5.1.2</td>
<td>Emphasis*</td>
</tr>
<tr>
<td>5.2.1</td>
<td>Certificate of Proficiency*</td>
</tr>
<tr>
<td>5.2.3</td>
<td>Graduate Certificate*</td>
</tr>
<tr>
<td>5.4.1</td>
<td>New Administrative Unit</td>
</tr>
<tr>
<td></td>
<td>Administrative Unit Transfer</td>
</tr>
<tr>
<td></td>
<td>Administrative Unit Restructure</td>
</tr>
<tr>
<td></td>
<td>Administrative Unit Consolidation</td>
</tr>
<tr>
<td>5.4.2</td>
<td>New Center</td>
</tr>
<tr>
<td></td>
<td>New Institute</td>
</tr>
<tr>
<td></td>
<td>New Bureau</td>
</tr>
<tr>
<td>5.5.1</td>
<td>Out-of-Service Area Delivery of Programs</td>
</tr>
<tr>
<td>5.5.2</td>
<td>Program Transfer</td>
</tr>
<tr>
<td></td>
<td>Program Restructure</td>
</tr>
<tr>
<td></td>
<td>Program Consolidation</td>
</tr>
<tr>
<td>5.5.3</td>
<td>Name Change of Existing Programs</td>
</tr>
<tr>
<td>5.5.4</td>
<td>Program Discontinuation</td>
</tr>
<tr>
<td></td>
<td>Program Suspension</td>
</tr>
<tr>
<td>5.5.5</td>
<td>Reinstatement of Previously Suspended Program</td>
</tr>
<tr>
<td></td>
<td>Reinstatement of Previously Suspended Administrative Unit</td>
</tr>
</tbody>
</table>

*Requires “Section V: Program Curriculum” of Abbreviated Template

Chief Academic Officer (or Designee) Signature:
I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

____________________________
Signature
Date: XX/XX/XXXX

Printed Name: Dr. Donald Ray Hinton
Section I: Request

Dixie State University (DSU) requests permission to offer a minor in Marketing, effective July 1, 2013, or the first full semester after approval. The emphasis requires a minimum of 25 credits.

Section II: Need

As DSU has begun adding minors to its baccalaureate programs, many students have been requesting minors in Marketing and Management. As a result of the economic downturn, the popular media often publishes articles declaring the job market for recent college graduates as dismal at best. While employment rates in general and the rate of recent college graduates finding employment vary widely by region, college major, and career choice, there are steps undergraduates can take to improve their employment opportunities after graduation, no matter what major they have selected. The most common guidance is for students to seek out “hands-on learning opportunities” in the form of internships or part-time jobs in their career field. The second-most common tactic is to “take classes outside [the] major”. In particular, “classes, especially those in business, can give ... real-world knowledge that employers will appreciate.” The Bureau of Labor Statics includes pursuing a minor in a “technical or business subject” as the best coursework to build one’s resume. According to the Weinberg College of Arts & Sciences at Northwestern University, “business oriented classes ... supplement any major” and advises students to “build a coherent academic business background through your choices of classes”. The same source points out that getting admitted to graduate programs in Business is not dependent on the undergraduate major, and that of an incoming admissions class at Northwestern’s highly rated Kellogg Graduate School of Management (consistently ranked #1 - #6 nationwide) an average of 22% majored in Business disciplines as an undergraduate, while 31% majored in liberal arts and humanities, political science, sociology, or anthropology. That institution’s curricular advice to potential Business school applicants was to take classes in accounting, economics, marketing, and statistics, all of which are represented in either the Marketing or Management minor or in both. Other sources promote the role minors play in demonstrating multidisciplinarity and diverse skills, which are considered desirable traits in many careers, especially in emerging industries.

The significance of supplementing fascinating and personally enriching study in the Fine and Performing Arts, Humanities, or Social & Behavioral Sciences with the practical skills offered by a minor in Marketing or Management should be noted. Pairing a School of Business minor in Marketing or Management with their major of choice may provide substantial pragmatic benefit to students’ employment opportunities after graduation. Many of these programs have substantial elective credit available to students interested in pursuing a minor. Every USHE

2 Ibid.
3 Ibid.
6 Ibid.
baccalaureate-granting institution offers at least two undergraduate Business minors, with a variety of disciplines represented. Two institutions currently offer Marketing minors.

<table>
<thead>
<tr>
<th>Institution/ # of Minors</th>
<th>Accounting</th>
<th>Business / Bus Admin</th>
<th>Economics</th>
<th>Finance</th>
<th>Management</th>
<th>Marketing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>U of U (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USU (7)</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>WSU (5)</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UVU (2)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUU (6)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>DSU (2 proposed)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In addition, there is commonality between Marketing minors in these institutions, yet each focus on its strengths. DSU’s proposed minor also offers students the opportunity to focus their Marketing studies in areas of most interest and usefulness to each individual through electives that include Internet & E-Commerce Marketing, Consumer Behavior, Promotion Marketing, Sales Management, Marketing Research, Entrepreneurial Marketing, and Marketing Strategy.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Accounting</th>
<th>Computer Skills</th>
<th>Economics</th>
<th>Management</th>
<th>Marketing</th>
<th>Statistics</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>USU (16 credits)</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>MGMT 3100</td>
<td>Fundamentals + 2 electives</td>
<td>Business Stats</td>
<td></td>
</tr>
<tr>
<td>SUU (19 credits)</td>
<td>ACCT 2010</td>
<td>CIS 1000</td>
<td>NA</td>
<td>NA</td>
<td>Principles + 6 elective credits</td>
<td>Statistics</td>
<td>Requires 3 credits from a pre-business elective</td>
</tr>
<tr>
<td>DSU (25 credits, proposed)</td>
<td>NA</td>
<td>CIS 2010 (Macro)</td>
<td>NA</td>
<td>Principles + 12 elective credits</td>
<td>Business Stats</td>
<td>IT 3550 Internet/E-commerce Marketing available as an elective</td>
<td></td>
</tr>
</tbody>
</table>

The minors in Marketing and Management are needed at DSU to provide these opportunities to current and future students who have shown their desire to stay in Washington County to earn college degrees. Both minors have enough flexibility to allow students to train for positions in existing businesses or to start their own businesses, representing the entrepreneurial economy of Southern Utah. Receiving a credential in a Business-related field is “educating students for success.”

**Section III: Institutional Impact**

The baccalaureate degrees in the School of Business are the most mature of DSU’s upper-division offerings, and all courses included in the Marketing minor are currently taught by well-qualified faculty as part of existing Business degree programs. The proposed minors in Marketing and Management will have no negative institutional effect, and
no administrative changes will be needed. Undoubtedly, there will be some increase in enrollment incurred by offering students in other majors the opportunity to study Marketing or Management, but the department believes it will be able to absorb the additional students, full-time School of Business advisors are available to provide academic support, and Business faculty are excited to reach out to students in other majors. Of course, if the minors become extremely popular, additional faculty might be required, but that would be based on enrollment.

Section IV: Finances

Budget and funding sources: The faculty and all courses included in the Marketing and Management minors are already in place, so no appropriation, reallocation, or grants will be required.

Reallocation: No current reallocation of program funds is required.

Impact on Existing Budgets: No other programs will be affected by this program.

Section V: Program Curriculum

Marketing Minor

<table>
<thead>
<tr>
<th>Course Prefix and Number</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS 2010</td>
<td>Business Computer Proficiency</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2020</td>
<td>Macro Economics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3010</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>STAT 2040</td>
<td>Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td><strong>Elective Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT 3550</td>
<td>Internet &amp; E-Commerce Marketing (3)*</td>
<td></td>
</tr>
<tr>
<td>MKTG 3450</td>
<td>Consumer Behavior (3)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3500</td>
<td>Promotion Marketing (3)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3515</td>
<td>Sales Management (3)</td>
<td></td>
</tr>
<tr>
<td>MKTG 4100</td>
<td>Marketing Research (3)</td>
<td></td>
</tr>
<tr>
<td>MKTG 4200</td>
<td>Entrepreneurial Marketing (3)</td>
<td></td>
</tr>
<tr>
<td>MKTG 4700</td>
<td>Marketing Strategy (3)</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Number of Credits</strong></td>
<td></td>
<td>25</td>
</tr>
</tbody>
</table>

*If IT 3550 is used to fulfill a core or elective requirement in a student’s major, it may not be used to fulfill an elective requirement in the Marketing minor.

New Courses to Be Added in the Next Five Years

The department does not anticipate adding any courses to this program in the next five years.

Program Schedule
<table>
<thead>
<tr>
<th>Year 1: Fall Semester (4 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 2040 Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>Year 1: Spring Semester (6 credits)</td>
<td></td>
</tr>
<tr>
<td>CIS 2010 Business Computer Proficiency</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2020 Macro Economics</td>
<td>3</td>
</tr>
<tr>
<td>Year 2: Fall Semester (3 credits)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3010 Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>Year 2: Spring Semester (6 credits)</td>
<td></td>
</tr>
<tr>
<td>MKTG XXXX Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG XXXX Elective</td>
<td>3</td>
</tr>
<tr>
<td>Year 3: Fall Semester (3 credits)</td>
<td></td>
</tr>
<tr>
<td>IT 3050 or MKTG XXXX Elective</td>
<td>3</td>
</tr>
<tr>
<td>Year 3: Spring Semester (3 credits)</td>
<td></td>
</tr>
<tr>
<td>MKTG XXXX Elective</td>
<td>3</td>
</tr>
<tr>
<td>Total credits:</td>
<td>25</td>
</tr>
</tbody>
</table>