New Degree Summary Proposal (White Paper)

Degree name: Bachelor of Science/Bachelor of Art in Marketing
Department: Business
College: Business and Communication

1. **Strategic alignment.** Cite specific examples of how the program aligns to the DSU strategic plan, mission, and goals. Are there aspects that make the proposed program unique or enable it to stand out from similar programs? How?

*Response:*
The proposed bachelor’s degree (BS/BA) in Marketing serves the basic mission of DSU in the “enrichment of the professional … lives of its students and community,” because it will be a high-demand degree, both among employers seeking to hire DSU graduates, and among students seeking an interesting degree that will end with a job offer. Graduates holding this degree will have knowledge and skills employable in and necessary for nearly any business positions within the actual operations of an organization. For example, marketing, sales, purchasing, operations, quality, new product development, customer service, and general management are all among best areas for which this degree would prepare students for an entry-level professional position. Since most employees within nearly any organization fall within one of these areas, this degree would also be very appropriate for most non-traditional students who are already in the workforce. As students see the usefulness and applicability of this degree they will also be more likely to be retained, complete their degree, and move on to a successful career. Although this degree fills an apparent need among businesses and students, DSU have not yet implemented a program/degree to meet these needs. All other universities within Utah and surrounding states offer a bachelor degree in marketing. Marketing is a high-utility/diverse needs offering. It is anticipated that having this degree will result in meaningful net increases in enrollment, thus meeting yet another of DSU’s strategic objectives. A bachelor degree in marketing will help attract new students to DSU and contribute to the retention of students desiring a degree in marketing.

2. **External demand.** What need(s) will this program help fulfill for our DSU footprint and stakeholders in Washington County? What impact would the program have on existing programs in the state? Bordering states? Justify how projected employment opportunities are reasonable. Include both local and national statistics on potential employment of graduates. Justify how the program will meet projected future demand, growth, and economic trends. How?

*Response:*
- Utah Occupational Projections show jobs in the areas of management, marketing, service managers, industrial production managers, purchasing, and supply managers increasing at 3.5% or by nearly 2500 jobs from 2015-2017.

- Growth rate just in Washington County is 3.9% from 2014-2024. Total openings for jobs in Washington County between 2014 and 2024 is 380,210 jobs from growth and 318,710 jobs from replacements or a total of 698,920 jobs.

- Employment if marketing/supply chain management in the state of Utah for 2014 was 30,320 with an expected growth of 16,510 new jobs by 2014.

- Forecast in Utah for jobs in the areas of management, operations, and supply are 79,720 jobs or a growth rate of 30% by 2024. This area is the 4th highest ranked employment base with the 4th highest projected number of openings in the state of Utah. The three highest employment bases are in retail sales, customer service, and fast food. (All areas of significantly lower wages.)
- Persons with a Bachelor’s Degree will see a job growth rate of 3.0% Washington County is expecting the highest growth rate in the State of Utah at 38.8%.

- Washington County is projected to have 60% of the openings, growth, and best wages being filled by persons holding Bachelor’s degrees. (109,010 jobs)

Utah Department of Labor, Utah University websites.

3. **Internal demand.** What is the enrollment and graduation outlook over the next two, five and ten years? State compelling evidence of student demand at the county, state, national, international levels. Are there other DSU programs (including GE) that will rely on this program for instruction and support? Are there other internal demand factors this program will help meet?

**Response:**

- Any person in Southern Utah wanting to get a business degree in Marketing must currently travel outside the area to get a degree.

- Current students at DSU must transfer to another university or settle for a degree in another area of business or from another department.

- An unofficial survey of DSU business students (juniors and seniors) performed between 2/20/17 and 2/28/17 resulted in trends showing the desire for more marketing classes and the option of a degree in Marketing. Conversations with current students of DSU show that they are hoping to have the option of a marketing degree in the near future. Students from local high schools have selected to attend other universities because of our lack of a marketing degree at DSU.

- DSU had 307 business students receiving degrees in 2017. If 10% were in marketing, it would be the 4th ranked degree in the business/communication department. If 25% were in marketing, it would tie for the most Bachelor degrees in the business school at DSU.

- DSU currently offers a great business program for the community, the state of Utah, and for surrounding states. A degree in Marketing would only elevate DSU to a new level of excellence.

- These are the declared business student standings numbers as of 2/20/2018
  
  **Accounting:** 186 students  
  **Business Admin:** 630 students  
  **Finance:** 88 students  
  **Operations Management:** 1  
  **Information Systems & Analytics:** 3  
  **Applied Associates of Marketing:** 13

4. **Quality/Costs of the program/Future costs.** What costs will be incurred over the next two, five, and ten years? What will be the cost per student credit hour? Justify how the costs and budgets will be sustainable for potential future program growth and expansion? Are there adequate plans for student support/assistantships? Will the current and future faculty be able to deliver a quality program? To support and appropriately instruct the projected student enrollment? Why? What are the credentials and reputation of the faculty? Are there adequate equipment, facilities (research space), & library resources? Is the proposed administration for the program appropriate and adequate? What other factors will influence quality?

**Response:**

- Anticipate needing one additional full-time tenure-track / tenured faculty to cover only in the future after achieving 30 or more marketing degree students.
• Two current full-time Business department faculty (one tenure-track / tenured, one professional-track) would cover marketing courses. This faculty count is expected to be sufficient to sustain program growth in the initial first few years of the program.

• Full-time faculty are either terminally degreed or seeking terminal degrees in Marketing/Business. These disciplines are key to executing the proposed program learning outcomes.

• Adjuncts would be hired on an as-needed basis as degree course demand grows.

• Average DSU FTE student cost (tuition, student fees, course fees) for 2017-18 is approximately $2,650 per semester. This cost is expected to be representative of student costs for the proposed program.

• Classroom, computer lab, library resources are expected to be in line with DSU current capacity and future growth projections.

• A key aspect of the proposed program will be the development of community outreach efforts to for-profit and not-for-profit enterprises. These outreach efforts will be designed to place students in environments where both student and enterprise engage in meaningful interaction consistent with the learning outcomes of the program.

5. **Revenue and other resources generated by the program.** What revenues (tuition, grants, other) will this program generate in two, five, and ten years? What kind of grants are anticipated? Is there adequate support for research grants? Other sources of revenue?

**Response:**

• The target market to populate this proposed program is DSU UHSB students currently declared as Business Administration (Bus Admin) majors.

• For the Academic Year 2016-17 there were:
  - 126 declared Bus Admin Juniors
  - 132 declared Bus Admin Seniors

• Projecting that this program would attract 10% initially and grow to 20% of Bus Admin majors:
  - Year 1: 13 students = $33,500 revenue / semester
  - Year 2: 25 students = $67,000 revenue / semester
  - Year 3: 39 students = $117,000 revenue / semester
  - Year 4: 69 students = $184,000 revenue / semester

While no specific sources of outside grant revenue are currently identified, the field of marketing is a continuous growing area of interest in the academia and industry. Revenue/grant revenue sources in this area will be pursued as opportunities are identified.

6. **Research/program design/other.** Will this program create research and creative opportunities for our faculty and students? How will these research opportunities help our faculty? Students? Is the program a partnership or collaboration with a private organization, USHE or other institution, or standalone? What are the merits of it being a partnership or standalone? What is the percentage of face-to-face, online, hybrid, evening, or weekend time spent in this program? What other instructional innovations/delivery methods are being proposed for this program? Are there other opportunities that this program will create? Develop new markets? How will the program adapt to changes in technology, trends, student populations, and/or employer needs?

**Response:**

Because this program is firmly rooted in the existing disciplines of finance, sales management, operations, and supply chain management, opportunities for faculty and student research abound, and will be highly solicited by publications and conferences seeking the latest in knowledge and business trends. As part of
the vetting process of this program, input and feedback from business organizations will be collected and analyzed. Marketing degrees are in high demand and a major percent of all business degrees not only around the state but around the country leads to the need to offer this degree for our current and future students. Business operations, other organizations, and student responses are very positive for a marketing degree at DSU. Because of the broad utility of this degree (i.e., applicable to employment is a broad array of business areas) internship opportunities should be readily available for students. Also, because of the utility and usefulness this program could be offered to non-traditional / working students seeking to enhance their career prospects, this degree could be offered in an asynchronous online mode, accessible from any location, as well as a face-to-face on-campus delivery mode. Whatever changes may occur in technology or business environments, the competitive survival of businesses demands they focus more-and-more on the value delivered to the end customer, not just by themselves, but across the entire supply chain. This is the fundamental basis of the entire marketing plan concept, and what makes it so pertinent to current and future business operations. And, because of its strong application in business models, it deserves recognition and application at our university, and an opportunity for students to gain the associated knowledge and skills. Whatever else changes, the pursuit of value and understanding customers will remain, and so however the specific content of this curriculum may change and advance, the concept and purpose of “marketing” will long remain intact and valid.