

COLLEGE OF CHARLESTON

**PROGRAM PROPOSAL
B.S./A.B., MARKETING**

Proposed Program: Bachelor of Science/Artium Baccalaureatus in Marketing

Academic Unit Involved: School of Business, Department of Marketing and Supply Chain Management

Degree Designation: Bachelor of Science (BS) and Artium Baccalaureatus (AB)

Proposed Date of Implementation: Fall 2013

CIP Code: 52.1401

Program Type: New

Site: College of Charleston campus

Program qualifies for supplemental Palmetto Fellows Scholarship and LIFE Scholarship Awards: No

Delivery Mode: Traditional

Program Contact:

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JUSTIFICATION:

A. Statement of the Purposes and Objectives of the Program

The major will provide students with knowledge and skills needed to acquire and excel in careers in marketing and sales. The B.S./A.B. degree in Marketing commands a responsibility to both students and employers to certify that they are well prepared to assume entry level marketing or sales positions upon graduation. The design of the curriculum supports this goal. The business fundamentals courses currently required of all students majoring in Business Administration provide the foundation on which marketing knowledge is built. Four electives allow students to choose the area(s) in which they would like to attain functional depth to best suit their needs. Together, the required and elective courses in this curriculum will prepare students well for their roles within organizations and society. The Artium Baccalaureatus (A.B.), available for all majors except Classics, requires the completion of all required courses for the major, 18 credit hours of Latin or 18 credit hours in Ancient Greek, and six credit hours in courses in classical civilization.

The proposed marketing major curriculum directly supports the mission and learning goals of the School of Business by requiring and integrating ethics and social responsibility via the Business Law course; an understanding of global issues via International Marketing; quantitative and analytical skills via Marketing Research; and effective communications via course pedagogies. The Marketing Management capstone course integrates content across these areas and requires application of all four types of skills through the development and implementation of a marketing plan and marketing simulation project.

B. Program Need and Significance

According to the U.S. Bureau of Labor Statistics, highly desirable marketing-related jobs will increase 12% by 2016, with employers seeking students with undergraduate degrees in marketing and marketing experience or internships.¹ Although the School of Business currently offers students interested in these marketing careers a B.S. in Business Administration with a marketing concentration, analysis of our student population suggests that many of these students may be better served by a degree that focuses exclusively on the marketing functional area.

For instance, a survey of School of Business students working with Career Placement shows that 23% seek marketing, sales, or other positions for which a marketing degree would be relevant. Specifically, 41 out of 178 students surveyed indicated they were seeking marketing-related positions in areas such as sales, logistics, marketing

¹ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2008-09 Edition, Advertising, Marketing, Promotions, Public Relations, and Sales Managers, on the Internet at <http://www.bls.gov/oco/ocos020.htm> (visited April 05, 2009).

management, advertising, fashion marketing, marketing research, recruiting, sports marketing and supply chain management and transportation.

Analysis of graduation data shows the marketing concentration to be one of the most popular among those concentrations/minors offered by the School of Business. In fact, every year since the marketing concentration first became available as an option to students (in 2005), it has been the most popular or second most popular area of concentration with roughly 50 students graduating with the concentration each year. This is significant given there are a total of nine minor or concentration options available within the School.

Additionally, as displayed in the table below, results of a survey of School of Business students assessing their interest in the marketing major shows that students recently seeking the B.S in Business Administration with a marketing concentration overwhelmingly indicated that a marketing major would be more relevant, appealing, interesting, and appropriate for their career and personal goals than their current major. One hundred percent of current Business Administration majors who were also working on a concentration in marketing indicated that if their current major/concentration had not been available, they would have chosen to major in marketing had that been available instead. Seventy-five percent indicated they would have chosen this major over their major had it been available when they had to declare a major.

Student Survey Assessing Interest in Marketing Major

	All (n=180)		BSBA w/ MKTG (n=16)		COMM* (n=35)		Other BSBA		Other (n=65)	
	Mean	% 6&7s	Mean	% 6&7s	Mean	% 6&7s	Mean	% 6&7s	Mean	% 6&7s
Compared to my current major(s) and concentration(s), proposed Marketing Major... (7=Much More, 1 = Much Less)										
... is more/less interesting to me.	4.36	22.2%	6.07	75.0%	4.86	31.4%	3.89	14.1%	4.16	12.3%
... would make me more/less prepared for my future career.	4.69	28.3%	6.25	87.5%	5.09	31.4%	4.22	21.5%	4.57	18.8%
... would be more/less likely to give me the skills I feel I need.	4.71	28.3%	6.06	81.3%	5.06	34.3%	4.20	23.1%	4.68	17.2%
... is more/less appealing to me.	4.48	28.9%	6.00	75.0%	4.98	40.0%	4.14	20.0%	4.18	20.3%
... would make me more/less attractive to employers.	5.00	36.1%	5.88	75.0%	5.35	45.7%	4.80	26.6%	4.78	30.8%
... would have been more/less appropriate for my personal goals.	4.20	21.7%	5.81	62.5%	4.57	22.9%	3.95	17.2%	3.85	15.4%
... is more/less relevant for me.	4.04	21.1%	6.13	87.5%	4.37	20.0%	3.86	14.1%	3.52	20.0%
What if... (1=Very Unlikely, 7=Very Likely)										
If this Marketing Major had been available when you first had to declare a major, how likely would you have been to have chosen it?	3.85	23.9%	6.13	75.0%	4.37	28.6%	3.53	20.6%	3.32	12.3%
If this Marketing Major were available right now and you could fulfill its requirements and still graduate on time, how likely would you be to switch to it?	3.58	25.0%	6.19	81.3%	4.31	34.3%	3.31	15.6%	2.82	15.4%
If your current major/concentration were to disappear tomorrow and you could no longer major in it, how likely is it that you would choose this Marketing Major as its replacement?	4.83	44.4%	6.81	100.0%	5.46	65.7%	4.56	31.3%	4.26	32.3%

180 students (109 female, 70 male, 1 no gender reported) participated during MKTG302 classes, Spring 2009.
 Average age is 22 years old, with a standard deviation of 3.02.
 99 seniors standing, 54 junior standing, 27 less than junior standing or hours misreported.
 Average standard deviation across all 7 point scales is approximately 1.5.

*Includes Corporate and Organizational Communications and Communication Studies.

Further, with no marketing major, the School of Business and Economics and the College of Charleston are at a competitive disadvantage compared to AACSB peer, competitor, and aspirant schools, all but two of which offer a marketing major (see Table 1 in the Appendix). Offering a major in Marketing would position the School and College more favorably within this set of institutions and enable graduates to more effectively compete for marketing and sales positions.

In summary, our assessment of the external environment, our competitor schools, and our students shows clearly that there exists both a need and demand for a Marketing major at the College of Charleston.

C. Centrality to the Mission of the College of Charleston and the School of Business

The proposed major in Marketing will support the mission of the College of Charleston in many ways. The College offers “superior quality undergraduate programs” that “provide educational opportunities to students from South Carolina, throughout the U.S. and elsewhere in the world.” The proposed major is designed with these goals in mind. The majority of highly respected business schools around the country offer a Marketing major, due to increased interest in the knowledge that can be obtained throughout the program which better positions students interested in pursuing careers in marketing or graduate work in the area by giving students the opportunity to study the topic in depth. One of the College’s core values is a “dedication to a liberal arts and science education that encourages intellectual curiosity and fosters each student’s ability to think creatively and analyze, synthesize, apply, and communicate knowledge from many sources.” The proposed major in Marketing will incorporate all of these beliefs as outlined below. The courses are intended to challenge the student on personal and professional levels, while providing a fertile environment for self-development.

D. Relationship to Other Programs at the College of Charleston

Offering a Marketing major supports the liberal arts mission so important to the College of Charleston. In designing the curriculum, every consideration was made to both support and take advantage of the liberal arts tradition. The required marketing courses not only prepare students well for their roles outside the College, but span areas such as psychology (Consumer Behavior), mathematics (Marketing Research), and cultural and international studies (International Marketing). Elective courses touch on such diverse areas as sociology and social psychology (Professional Selling and Sales Management), cognitive psychology and perception (Retailing Management), persuasion and communications (Advertising), mathematics and other analytics (Purchasing and Supply Chain Management, Global Logistics), and more. Further, the hours required to complete the Marketing curriculum allow students to take four courses (12 hours) in free electives in marketing and related areas.

E. Relationship to Other Programs in South Carolina and Regional and National Aspirant Schools

There is a very clear regional need for a Marketing major. Students from the Low Country who wish to pursue a Marketing major at a public institution have Coastal Carolina University or the University of South Carolina – Columbia as their nearest options.

Table 1 depicts the various courses that would be required for the Marketing major as well as those offered as electives for the major at the College of Charleston along with those required/offered by AACSB peer, competitor, and aspirant schools. Generally, the core required courses tend to consist of Marketing Research, Consumer Behavior, and a Strategic Marketing Management consistent with three of the four required courses in the proposed Marketing major at CofC. The fourth core course to be required in our major is International Marketing, similar to two other programs in the comparison set. In other programs, International Marketing is regularly offered as an elective. The fourth core course required in other programs varies significantly ranging from advertising to professional selling to internet marketing. Examination of the table also reveals a number of the electives available in other programs that would also be available to the students in the CofC program of study.

ENROLLMENT:

A. Admission Policy

There are no separate admissions criteria for the Marketing Major beyond the admissions criteria for the School of Business. Currently all students must earn a C- or better in each of the following courses:

MATH 104 ~or~ MATH 250 Elementary Statistics or Statistical Methods I,

MATH 105, MATH 120, ~or~ HONS 115 Calculus for Business and Social Sciences, Introductory Calculus or Honors Calculus

ECON 200 ~or~ HONS 211 Principles of Microeconomics,

ECON 201 ~or~ HONS 212 Principles of Macroeconomics,

ACCT 203 Financial Accounting,

ACCT 204 Managerial Accounting, and

DSCI 232 Business Statistics.

B. Projected Enrollments

Based on analyses of enrollments in the marketing concentration, historical data regarding the introduction of other majors within the School of Business and Economics and the survey of

student interest, we predict that the marketing major will achieve a steady-state enrollment of approximately 10% of all School of Business and Economics students, which is similar to other majors in the School of Business.

Table A. PROJECTED TOTAL ENROLLMENT						
YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2013 – 14	65	975	72	1080	0	0
2014 – 15	75	1125	83	1245	0	0
2015 – 16	85	1275	99	1485	0	0
2016 – 17	95	1425	110	1650	0	0
2017 – 18	105	1575	117	1755	0	0

Overwhelmingly, these will be students who previously majored in Business Administration with a marketing concentration, along with a few Corporate Communications students who previously chose not to take the full business core. The marketing major would, in essence, cannibalize the current existing marketing concentration and would offer the students greater opportunity for success in marketing-related fields upon graduation. (At this time, there are plans to introduce other majors such as Management so that the general Business Administration major ultimately is deleted from the School of Business’ curriculum offerings. At that point, we will also be submitting a curriculum proposal to delete the concentration in Marketing completely). Table 5 provides the enrollment history for the concentrations offered in the School of Business in recent years. Current enrollment in the marketing concentration is 57 students. (The reader should note the general drop in concentration enrollment levels across all concentrations after Fall 2008 can be attributed to the adoption of a new School of Business policy that students “pre-declare” their major in Business as they began to work on the “pre-business” required courses. As reported by the Assistant Dean of Student Learning in the School of Business, most students who pre-declare do not specify a concentration at the time of pre-declaration).

One course that is required for the Business Administration major but will not be required for the major in Marketing would experience a reduction in demand: MGMT408. The current marketing capstone course MKTG425 Marketing Management replaces the MGMT408 business capstone course, requiring students to integrate knowledge across the business functional areas and addressing many business policy and strategy issues within a marketing context.

Table B differs from the above table in that enrollments projected represent only new enrollments to the College. These are very modest because the College is limited in enrollment growth.

Table B. ESTIMATED NEW ENROLLMENT						
YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2013 – 14	5	75	5	75	0	0
2014 – 15	7	105	5	75	0	0
2015 – 16	10	150	5	75	0	0
2016 – 17	10	150	5	75	0	0
2017 – 18	10	150	5	75	0	0

At steady state, we expect 15 new students to enter the Marketing program annually (10 in the Fall semester; 5 in the Spring semester).

CURRICULUM:

The Bachelor of Science in Marketing will require completion of 39-40 hours in the pre-business and core business curriculum, 12 hours in the core marketing curriculum, and an additional 12 hours of approved electives. The complete curriculum is listed below along with a suggested course sequence. The Artium Baccalaureatus (A.B.), available for all majors except Classics, requires the completion of all required courses for the major (Marketing in this case), an additional 18 credit hours of Latin or an additional 18 credit hours in Ancient Greek, and six credit hours in courses in classical civilization.

Pre-business Courses Required for the B.S. in Marketing

(Currently required for all students in Business Administration; must earn a C- or better in each)

- 1. MATH 104 ~or~ MATH 250 Elementary Statistics or Statistical Methods I**
Prerequisite: (Math 101 or placement; Either Math 111, 120 or permission of the instructor)
- 2. MATH 105, MATH 120, ~or~ HONS 115 Calculus for Business and Social Sciences, Introductory Calculus or Honors Calculus**
Prerequisite: (Math 101 or placement; Math 111 or placement)

3. ECON 200 ~or~ HONS 211 Principles of Microeconomics

Prerequisite: None

4. ECON 201 ~or~ HONS 212 Principles of Macroeconomics

Prerequisite: ECON 200

5. ACCT 203 Financial Accounting

Prerequisite: sophomore standing

6. ACCT 204 Managerial Accounting

Prerequisite: ACCT 203; sophomore standing

7. DSCI 232 Business Statistics

Prerequisite: MATH 104 ~or~ MATH 250

Business Core Courses Required for the B.S. in Marketing

(Currently required for all students in Business Administration)

1. BLAW 205 Legal Environment of Business

Prerequisite: sophomore standing

2. MGMT 301 Management and Organizational Behavior

Prerequisite: junior standing; declared major

3. MKTG 302 Marketing Concepts

Prerequisite: ECON 200, ECON 201, junior standing; declared major

4. FINC 303 Business Finance

Prerequisite: ACCT 203, ACCT 204, ECON 200, ECON 201, MATH 104 ~or~ MATH 250, DSCI 232 suggested; junior standing

5. DSCI 304 Production and Operations Management

Prerequisite: MATH 104 ~or~ MATH 250, MATH 105 ~or~ MATH 120, DSCI 232, MGMT 301, junior standing

6. DSCI 320 Management Information Systems

Prerequisite: ACCT 203, ACCT 204, MATH 104 ~or~ MATH 250, DSCI 232, junior standing

Marketing Core Courses Required for the B.S. in Marketing

1. MKTG 320 Marketing Research

Prerequisite: MATH 104 ~or~ MATH 250, DSCI 232, MKTG 302

2. MKTG 326 International Marketing

Prerequisite: MKTG 302

3. MKTG 329 Consumer Behavior

Prerequisite: MKTG 302

4. MKTG 425 Strategic Marketing Management

Prerequisite: MKTG 302, MKTG 320, MKTG 329

Marketing Elective Courses for the B.S. in Marketing

(Students must also complete twelve hours of coursework from this list)

MKTG 328 (Retailing Management) Prerequisite: MKTG 302

MKTG 330 (Advertising) Prerequisite: MKTG 302

MKTG 333 (Purchasing and Supply Chain Management) Prerequisite: junior standing

MKTG 360 (Special Topics in Marketing) Prerequisite: junior standing

MKTG 420 (Independent Study) Prerequisite: junior standing

MKTG 444 (Marketing Internship) Prerequisite: MKTG 302; senior standing

TRAN 312 (Global Logistics) Prerequisite: ECON 200, ECON 201, junior standing

* Note: Students majoring in Marketing may not double major in Business Administration

Sample Schedule for the Marketing Major

Year 1 Fall:

ENGL 110 or 215

HIST 115

NATURAL SCIENCE

MATH 101

Foreign Language 101

Year 1 Spring:

General Elective

HIST 116

NATURAL SCIENCE

MATH 105 or 120

Foreign Language 102

Year 2 Fall:

ECON 200 (Social Science)

ACCT 203

Math 104 or 250

Foreign Language 201

Humanities

Year 2 Spring:

ECON 201 (Social Science)

ACCT 204

DSCI 232

Foreign Language 202

Humanities

Year 3 Fall:

MGMT 301

MKTG 302

FINC 303

Humanities

General Elective

Year 3 Spring:

MKTG Elective

MKTG 326

DSCI 304

Humanities

General Elective

Year 4 Fall:

DSCI 320

MKTG Elective

MKTG 320

MKTG 329

General Elective

Year 4 Spring:

MKTG Elective

MKTG Elective

MKTG 425

BLAW 205

General Elective

Assessing Student Learning Outcomes

As outlined below, four program-level learning goals have been set for the Marketing major. The first two goals relate to marketing knowledge specifically. Students will be required to write

a marketing plan in the capstone course to illustrate their understanding of the marketing mix as well as the relationship between key marketing strategies and firm goals. More generally, students will be required to demonstrate proficiency in the core business disciplines. This will be assessed through periodical ETS testing. Additionally, developing students' communication skills is a primary goal of the program which will be assessed at the course level by individual instructors teaching in the program.

Program-Level Student Learning Outcomes <i>What will students know and be able to do when they complete the program?</i>	Assessment Method and Performance Expected		
	<i>How will the outcome be measured?</i>	<i>Who will be assessed, when, and how often?</i>	<i>How well should students be able to do on the assessment?</i>
To develop an understanding of how to evaluate a firm's operative environment and how to sustain a competitive advantage through marketing activities;	Capstone course. Students cannot receive a Marketing degree without successfully completing MKTG 425. A requirement of this course is to complete a marketing plan.	100% of Marketing majors will be assessed when they submit graduation application.	Currently, students only have to complete upper-level business courses with a passing grade of D or higher.
To develop an understanding of how to generate superior value for customers and other stakeholders by designing the optimum configuration of the marketing mix;	Capstone course. Students cannot receive a Marketing degree without successfully completing MKTG 425. A requirement of this course is to complete a marketing plan.	100% of Marketing majors are assessed when they submit graduation application.	Currently, students only have to complete upper-level business courses with a passing grade of D or higher.
To demonstrate proficiency in the core business disciplines of accounting, finance, marketing, management, economics, and quantitative methods;	Major Field Test in Business administered through the Educational Testing Service	100% of all majors graduating in the Spring semester, every 3 rd year.	Goal is for overall program to score in the 90 th percentile nationally, and to achieve at least the 80 th percentile for each sub-discipline. Assessment of individual performance on sub-disciplines is not yet possible through ETS.
To demonstrate proficiency in both oral and written communication through the preparation and presentation of marketing projects.	Instructor and peer evaluation of student-prepared documents and presentations.	All core marketing courses require completion of a marketing project. (MKTG 320, MKTG 326, MKTG 329 and MKTG 425.)	Currently, students only have to complete upper-level business courses with a passing grade of D or higher.

FACULTY:

Existing faculty teaching marketing courses will cover the program. It should be noted the Department of Marketing and Supply Chain Management is currently conducting a search for an assistant professor (tenure-track, Ph.D.) to replace a faculty member who is no longer at the College (i.e. an existing line within the Department). This assistant professor will also teach courses in the program.

TABLE C: FACULTY LIST

List Participating Faculty by Name and Rank	Highest Degree Earned	Field of Study	Teaching in Field (Yes/No)
Associate Professor #1	Ph.D.	Marketing	Yes
Professor #1	Ph.D.	Marketing	Yes
Professor #2	Ph.D.	Marketing	Yes
Professor #3	Ph.D.	Marketing	Yes
Visiting Professor #1	Ph.D.	Marketing	Yes
Associate Professor #2	Ph.D.	Marketing	Yes
Assistant Professor #1*	Ph.D.**	Marketing**	Yes**
* replacement hire			
** expected			

TABLE D: Administration/Faculty/Staff Support

YEAR	NEW		EXISTING		TOTAL	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
Administration						
2013 – 14					0	0
2014 – 15					0	0
2015 – 16					0	0
2016 – 17					0	0
2017 – 18					0	0
Faculty						
2013 – 14			7	5.25	7	5.25
2014 – 15			7	5.25	7	5.25
2015 – 16			7	5.25	7	5.25
2016 – 17			7	5.25	7	5.25
2017 – 18			7	5.25	7	5.25
Staff						
2013 – 14			1	.5	1	.5
2014 – 15			1	.5	1	.5
2015 – 16			1	.5	1	.5
2016 – 17			1	.5	1	.5
2017 – 18			1	.5	1	.5

PHYSICAL PLANT:

We do not anticipate any new space requirements as a result of the new program, since we have already been offering the courses to be included in the program at this time. That is, existing facilities will be used to accommodate teaching and research requirements for the new program for the foreseeable future.

EQUIPMENT:

There is no equipment needed that is unique to the proposed program.

LIBRARY RESOURCES:

An assessment of the College's current holdings in the marketing area was provided by the Library Staff. All in all, it was reported that both monographic and serial collections are adequate for undergraduate research needs especially for those most interested in the latest ideas and trends in marketing. More specifically, we have access to close to 70% of the current top marketing journals. And, while our monograph collection is a bit more on the weak side, a brief survey of the marketing faculty revealed no significant gaps in the monograph or the serial collection. In addition, overall the College provides 127% of the minimum books and 214% of the minimum volumes required by ACRL standards; this indicates that the College's holdings, in general, are adequate.

ACCREDITATION AND LICENSURE:*Accreditation*

Since the College of Charleston is already accredited by SACS and the School of Business is already accredited by AACSB, the proposed program would be covered under these existing accreditations. The proposed program would be a part of future re-accreditation reviews, but no immediate action is necessary with regard to accreditation.

Licensure

There are no obligatory certifications or licensures required for graduates of a baccalaureate degree program in marketing.

ARTICULATION:

The Statewide Articulation Agreement requires that state four-year institutions provide the full agreement along with substantial supporting information on the institution's website, including a list of courses approved for transfer from two-year institutions and their institutional equivalents. According to that information, with careful course selection, a transfer student entering from a two-year institution can have all general education and lower-level business courses accounted for, with the exceptions of MATH 250 (should they choose this option) and DSCI 232. Also, the grade in all courses must be a C- or better. The table below outlines a typical course sequence for a student transferring to the College of Charleston as a marketing major from a two-year institution in South Carolina. The hours total 125, but would show on the College of Charleston transcript as 123 due to the 60-hour limit on transfer credit from a two-year institution.

Typical Course Sequence for MKTG Major Transferring from a State Two-Year Institution				
Freshman Year				
Fall			Spring	
Course	Hours		Course	Hours
ENG 101	3		ENG 102	3
HIS 101 (104)	3		HIS 102 (105)	3
Natural Science	4		Natural Science	4
MAT 120	3		Humanities	3
Foreign Language	3		Foreign Language	3
Total Hours	16		Total Hours	16
Sophomore Year				
Fall			Spring	
Course	Hours		Course	Hours
ECO 211	3		ECO 210	3
ACC 101	3		ACC 102	3
MAT 130 or 140	3		BUS 121	3
Humanities	3		Humanities	3
Humanities	3		Foreign Language	3
Foreign Language	3			
Total Hours	18		Total Hours	15
Junior Year				
Fall			Spring	
Course	Hours		Course	Hours
DSCI 232	3		DSCI 320	3
MKTG 302	3		DSCI 304	3
MGMT 301	3		FINC 303	3
Free Elective	3		Free Elective	3
Free Elective	3		Free Elective	3
Total Hours	15		Total Hours	15
Senior Year				
Fall			Spring	
Course	Hours		Course	Hours
MKTG 329	3		BLAW 205	3
MKTG 320	3		MKTG 425	3
MKTG Elective	3		MKTG 326	3
MKTG Elective	3		MKTG Elective	3
Free Elective	3		MKTG Elective	3
Total Hours	15		Total Hours	15

TABLE E: ESTIMATED COSTS

The proposed Marketing major will not result in any new expenses since the program already exists in another form (a concentration within the program in Business Administration); income is based on the projected enrollments in the program (Table A) by the method described below. The College of Charleston cannot grow enrollments due to our location.

ESTIMATED COSTS BY YEAR*						
CATEGORY	1st	2nd	3rd	4th	5th	Totals
Program Administration	79,950	79,950	79,950	79,950	79,950	399,750
Faculty Salaries	1,017,064	1,017,064	1,017,064	1,017,064	1,017,064	5,085,320
Graduate Assistants						
Clerical/Support Personnel	10,075	10,075	10,075	10,075	10,075	50,375
Supplies and Materials	2,500	2,500	2,500	2,500	2,500	12,500
Library Resources						
Equipment						
Facilities						
Other (Identify)						
TOTALS	1,109,589	1,109,589	1,109,589	1,109,589	1,109,589	5,547,945
SOURCES OF FINANCING BY YEAR**						
Tuition Funding	541,443	619,913	721,924	808,241	871,017	3,562,538
Program-Specific Fees						
State Funding						

Reallocation of Existing Funds						
Federal Funding						
Other Funding (Specify)						
TOTALS	541,443	619,913	721,924	808,241	871,017	3,562,538

*In calculating Estimated Costs, the Program Administration figure represents half of the department chair's salary (plus 30% benefits) assuming that administration of the Marketing program will consume fifty percent of the chair's time, with the remaining fifty percent devoted to teaching, research and service. Faculty Salary was calculated by taking the sum of 9-month salaries (plus 30% for benefits) for the faculty (Table C) teaching in the Marketing program. No adjustment was made for potential increases in faculty salaries. Because of the nature of School of Business programs, faculty teaching primarily in Marketing will also be teaching courses required by other programs in the School.

**In calculating Sources of Financing, revenue generated from tuition was calculated based on the following assumptions. Most hours required by the major will be taken in courses developed specifically for the major or existing courses in which majors would be disbursed but for which additional sections would be required. The major requires 57 credit hours in courses offered by the School of Business. For ease of calculation, we assume these will be taken as an average of 19 hours per year over three years (sophomore to senior), an assumption consistent with the sample curricula and which does not affect the long-term calculation revenue. As a result, revenue generated from courses required by the Marketing major and offered in the School of Business equals annually (# majors from Table A) x 19 SCH x \$413 per SCH tuition. This calculation underestimates revenue since it is based only on students projected to major in Marketing.

INSTITUTIONAL APPROVAL:

This program has been approved by:

Chair, Marketing and Supply Chain Management	February 22, 2011
Dean, School of Business	March 8, 2012
Provost, College of Charleston	March 8, 2012
Curriculum Committee, College of Charleston	March 15, 2012
Faculty Senate, College of Charleston	April 3, 2012
President, College of Charleston	April 20, 2012
Board of Trustees, College of Charleston	April 20, 2012

**Appendix
Table 1**

Table 1																		
Comparison of Marketing at Peer, Competitor, and Aspirant Schools																		
			Comparable Peers Groups							Competitive Group				Aspirant				
	# schools requiring for major	# schools offering course?	Appalachian State University	Boise State University	Northern Iowa University	Northern Kentucky University	Stephen F. Austin University	UNC Wilmington	University of West Florida	Clemson University	University of South Carolina	Furman University	The Citadel	University of Georgia	College of William and Mary	James Madison University	Ohio State University (4-5 hrs per	Proposed College of Charleston
Institution offers marketing major?			Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y
Mktg hours beyond business core for major			1 8	2 2	2 1	2 1	2 4		2 4	2 4	1 2 - 2 4			2 1	1 2	2 4	2 5	2 4
Courses Offered at Multiple Institutions																		
Consumer Behavior	1 3	1 3	R	R	R	R	R	R	R	R	R			R	R	R	R	R
Marketing Research (any)	1 2	1 3	R	R	R	R	R	R	R	R	R			R	R	x	R	R
IMC/Advertising Promotion (any)	2	1 1	R	x x x	x	x x	x	x	x x	x	x x				x	R		xx
Marketing Strategy (any)*	9	1 0			R	R	R	R	R	x	R			R	R		R	
Retailing Management	1	1 0	x		x	x	x	x	x	x	x				x	R		x
Professional Selling	5	9	x	R		x		R	x	R			x			R	R	x

International/Glob al Marketing	2	9	x	x	x	x	R			R				x	x	x		R
Services Marketing (any)	0	9		x	x	x	x	x		x				x		x	x	
B2B/ Industrial Marketing (any)	1	8	x	x		x	x			x	x					R	x	
Sales Management	1	7	R			x	x	x	x	x							x	
Marketing Management **	1	6	x	x	x	x	x									R		R
Internet/Interactive /IT Marketing (any)	1	6		x	x		R	x	x		x							
Purch/Distrib/Cha nnels/Supply Chain (any)	1	6	R		x		x				x			x			x	xx
Sales - other	0	5		x	x		x				x			x				
Marketing Product/New Product/Brand (any)	0	4		x	x					x	x							
Sport Marketing	0	3					x	x		xxxx								
Public Relations/ Publicity	0	0																z
Communication Skills for Mktg Majors	0	0																n R *
Special Topics in Marketing	0	9	x	x	x	x	x	x		x	x			x				x
Marketing Internship	0	7	x	x	x		x	x		x				x				x
Independent Study	0	4			x	x		x		x								x

Notes- "Any" means substantially similar courses may have had offer titles but are counted here.

R means courses is required for the major. X means the course is an elective for the major.

Multiple letters (i.e., Rx, RR, xx) means the same institution offered (xx) or required (RR) multiple courses with this topic.

n means course is new for SB, z means course will no longer be offered by SB.

*Most (if not all) schools required business communication skills as part of their business core.

**Marketing Management is sometime the principles course (Marketing Concepts here) and Marketing Strategy is frequently the capstone course (Marketing Management here). Our titles for these courses are not outside expectations and will not change.