



# College of Charleston

66 George Street  
Charleston, South Carolina 29424-0001

P. George Benson  
President

October 28, 2008

Dr. Gail M. Morrison, Deputy Director  
Academic Affairs and Licensing Division  
South Carolina Commission on Higher Education  
1333 Main Street, Suite 200  
Columbia, SC 29201

Dear Dr. Morrison,

Enclosed you will find a program planning summary for a Bachelor of Science degree in Marketing at the College of Charleston. The School of Business and Economics feels the need to add this major at this particular time due to current graduates seeking marketing and sales positions. Marketing serves a very diverse area and supports the liberal arts mission of the College.

We would hope that your Commission Staff offers a favorable review to this summary. Please contact me if you have any questions. Thank you.

Sincerely,

*P. George Benson*

PGB/ch

**Program Planning Summary  
Bachelor of Science in Marketing**



*P. George Benson*  
P. George Benson, President

October 2008

**Program Planning Summary  
Bachelor of Science in Marketing**

**College of Charleston  
Charleston, South Carolina  
October 16, 2008**

*Program designation (credit hours, years to complete):* The College of Charleston is proposing a new Marketing major consisting of 54 hours of coursework above the General Education requirements that may be completed within a four year undergraduate business program.

*Proposed date of implementation:* Fall 2009.

*Justification for need of program:* Currently, 30% of students graduating with a degree from the School of Business and Economics seek marketing and sales positions. Of the 1112 students who graduated with a Business Administration degree since 2005, fully 40% elected to obtain a concentration in marketing. Adding a Marketing major to the curriculum would better serve all of these students. Further, the addition of the Marketing major would position the College of Charleston on par with AACSB peer, competitor, and aspirant schools of which all but two offer a Marketing major. Based on these data, we believe that business students at the College of Charleston are underserved with respect to a possible Marketing major. This proposal seeks to remedy this situation.

Importantly, the Marketing major would further support the missions of both the College of Charleston and the School of Business and Economics. As a truly interdisciplinary field, marketing draws on diverse areas including psychology, sociology, economics, statistics, anthropology, and others, and as such supports the liberal arts mission so important to the College of Charleston. The proposed Marketing major curriculum directly supports the mission and learning goals of the School of Business and Economics by incorporating and integrating ethics and social responsibility via a Social Perspectives in Marketing course, an understanding of global issues via International Marketing, quantitative and analytical skills via Marketing Research and Marketing Management courses, and effective communications via Business Communication, Professional Selling and Sales Management, and Integrated Marketing Communications courses.

*Anticipated program demand and productivity:* Based on extensive analyses of enrollments in the Marketing Concentration currently offered and historical data regarding the introduction of other majors within the School of Business and Economics, we predict that the Marketing major will achieve a steady-state enrollment of approximately 120 students (60 graduates) per year. Overwhelming, these will be students who previously majored in Business Administration who simultaneously pursued a Marketing Concentration. In effect, students desiring to major in marketing (rather than simply minor in marketing) would exchange three electives from other disciplines across the College for three marketing electives. Thus, the anticipated impact of the new major on reduced demand for any given course outside marketing is negligible. 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.

In terms of the impact on course offerings and faculty resources within the Department of Marketing and Supply Chain Management, we anticipate a minor increase in overall student hours within marketing electives that can be accommodated by current supply. The Marketing Concepts course is already a requirement for the Accounting, Business Administration, Hospitality and Tourism, and International Business majors, and would thus experience no increase in demand. With the return of several administrative faculty to more intensive teaching loads, the increase in demand for seats in electives will not exceed supply currently available in existing courses.

Our estimates are conservative in that we do not predict a net increase in demand/enrollment at the School of Business and Economics upon offering the Marketing major. Because offering the major would position the College more attractively against competing and peer institutions, over the long term offering the Marketing major may contribute to long term growth of the institution, if desired.

*Assessment of degree to which program duplicates existing programs in the state:* The College of Charleston is the largest AACSB accredited institution in South Carolina *not* to offer a Marketing major (see table below). Significantly, only one institution (SCSU) in South Carolina's low country offers a Marketing major, suggesting that the region is underserved in this respect. By adding the Marketing major, the College of Charleston has an opportunity to complement other institutions' offerings and serve better the local, regional, and South Carolina communities.

<b>South Carolina Institution</b>	<b>Offers Marketing Major?</b>	<b>2007 FT Enrollment</b>	<b>2007 PT Enrollment</b>
University of South Carolina	Yes	3354	118
Clemson University	Yes	2379	105
Coastal Carolina University	Yes	1976	119
<b>College of Charleston</b>	<b>No</b>	<b>1170</b>	<b>96</b>
Winthrop University	Yes	889	155
University of South Carolina Upstate	Yes	695	129
South Carolina State University	Yes	674	27
Francis Marion University	Yes	650	33
The Citadel	No	632	29
University of South Carolina Aiken	No	400	158
Lander University	No	381	27

*Relationship of proposed program to existing programs at the proposed institution:*

We anticipate no impact on programs outside the School of Business and Economics. One might consider the Communications major to have potential overlap with the Marketing major. However, currently there appears to be little competition between the two areas because the more quantitative nature of the required business curriculum (i.e., required business statistics, finance, economics, and marketing research courses) and the more liberal arts focus of the communications curriculum (i.e., Gender and Communications, Rhetoric and Social Movements,

Intercultural Communication) already cause students to self-select into the program that best fits their skills and goals. The impact on existing programs within the School of Business and Economics is insignificant as discussed above.

*Relationship of the proposed program to other institutions via inter-institutional cooperation:*  
At this time, there are no relationships with other institutions that would affect nor be affected by introduction of the new Marketing major.

*Total new costs associated with implementing the proposed program:* We anticipate no additional expenses associated with implementing the proposed Marketing major. In a preliminary assessment of the budgetary impact of the new Marketing major on placement activities, library resources, faculty and staff, and facilities, we find little to no impact. With regard to placement activities, students seeking marketing and sales positions already comprise 30% of students who utilize Career Services. Enabling them to obtain a Marketing major would make them more competitive and easier to place in such positions, and would require no additional resources. The current library holdings supporting the School of Business and Economics already offer an impressive array of resources for which we have identified no critical omissions in marketing. Consequently, the current library resources are more than adequate to support the Marketing major. Per above, the Department of Marketing and Supply Chain Management is be amply staffed to offer a full curriculum of marketing courses with no net new faculty or staff. Finally, no additional physical plant, equipment, or other facilities are required to accommodate the new Marketing major.

*Originators:*

Anne Brumbaugh, Associate Professor, Marketing  
Marvin Gonzalez, Assistant Professor, Decision Sciences  
Giaconda Quesada, Assistant Professor, Decision Sciences

*Approvals:*

Kent N. Gourdin, Chair, Marketing and Supply Chain Management	October 17, 2008
Rhonda W. Mack, Interim Dean, School of Business and Economics	October 17, 2008
Elise B. Jorgens, Provost and Executive VP Academic Affairs	October 27, 2008
P. George Benson, President	October 28, 2008