Code # Enter text…

**Letter of Notifications**

**[ ] Undergraduate Curriculum Council**

**[x] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Michelle Li | 8/23/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 8/24/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | John Mello | 9/5/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | C. William Roe | 9/6/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Melodie Philhours  
[mphil@astate.edu](mailto:mphil@astate.edu)  
870-680-8148

**Guide to ADHE Letter of Notifications**

All documentation to be sent to ADHE must be submitted by the Office of Academic Affairs and Research (AAR), and must go through regular curriculum process. Please see the following specific curriculum forms created for changes requiring:

|  |  |
| --- | --- |
|  | Established form |
| LON 3 - NEW OPTION, CONCENTRATION, EMPHASIS | New\_Emphasis\_Concentration\_or\_Option\_Proposal\_Form |
| LON 5 - DELETION  (Certificate, Degree, Option/Emphasis/Concentration, Organizational Unit) | Program\_Emphasis\_or\_Minor\_Deletion\_Proposal\_Form |
| LON 11 - RECONFIGURATION OF EXISTING DEGREE PROGRAMS  (Consolidation or Separation of Degrees to Create New Degree) | Reconfig\_Program\_Proposal\_Form |
| For all other LONs, please utilize this form. All other LONs are included in the following pages. A guide for LON selection is available below. Please select the one you require and delete the others, and submit this form through the regular curriculum process. | |

|  |  |  |
| --- | --- | --- |
|  | **Guide to LON Selection** | IMPORTANT NOTES |
| LON 1 | NAME CHANGE OF EXISTING CERTIFICATE, DEGREE, MAJOR, OPTION  OR ORGANIZATIONAL UNIT  (No change in program curriculum, option/emphasis/concentration or organizational structure) |  |
| LON 1-C | CIP CODE CHANGE REQUEST  (No change in program curriculum) | Contact AAR prior to completing this paperwork. |
| LON 2 | ESTABLISHMENT OF ADMINISTRATIVE UNIT  (Center, Division or Institute not offering primary faculty appointments or certificate/degree programs) | Contact AAR prior to completing this paperwork. |
| LON 3 | NEW OPTION, EMPHASIS or CONCENTRATION | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 4 | ESTABLISHMENT OF NEW ADMINISTRATIVE UNIT  (Instruction, Research or Service Institute/Center fully supported by non-state funds) | Contact AAR prior to completing this paperwork. |
| LON 5 | DELETION  (Certificate, Degree, Option/Emphasis/Concentration, Organizational Unit) | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 6 | Inactive/Reactivate Program | Contact AAR prior to completing this paperwork. |
| LON 7 | REORGANIZATION OF EXISTING ORGANIZATIONAL UNITS | Contact AAR prior to completing this paperwork. |
| LON 8 | UNDERGRADUATE CERTIFICATE PROGRAM  (6-21 semester credit hours) |  |
| LON 9 | UNDERGRADUATE CERTIFICATE PROGRAM  (21-45 semester credit hours)  (75 percent of the coursework currently offered in existing associate or bachelor’s degree program) |  |
| LON 10 | GRADUATE CERTIFICATE PROGRAM  (12-21 semester credit hours) |  |
| LON 11 | RECONFIGURATION OF EXISTING DEGREE PROGRAMS  (Consolidation or Separation of Degrees to Create New Degree) | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 11A | RECONFIGURATION OF EXISTING ASSOCIATE DEGREE PROGRAM  (Associate of Arts/Associate of Science changed to Associate of Applied Science)  [separate form required for each degree reconfiguration] | Contact AAR prior to completing this paperwork. |
| LON 11C | CURRICULUM REVISION OF EXISTING CERTIFICATE OR DEGREE PROGRAM |  |
| LON 11D | PROGRAM RECONFIGURATION  Existing Certificate/Degree Reconfigured To Create New Certificate/Degree Offered on Campus and/or by Distance Technology |  |
| LON 11M | RECONFIGURATION OF EXISTING DEGREE PROGRAMS  Modification to Create New Degree  (75% of coursework from existing degree) |  |
| LON 11R | REVISION OF EXISTING CERTIFICATE OR DEGREE PROGRAM  (Act 747) |  |
| LON 11T | RECONFIGURATION OF EXISTING DEGREE PROGRAMS  FOR TRANSFER PURPOSES  Associate of Arts (AA) or Associate of Applied Science (AAS)  Reconfigured to create Associate of Science (AS) in designated field of study  [A separate form is required for each degree reconfiguration] | Contact AAR prior to completing this paperwork. |
| LON 12 | EXISTING CERTIFICATE or DEGREE PROGRAM OFFERED AT OFF-CAMPUS LOCATION |  |
| LON 13 | EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY |  |

**Bulletin Changes**

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| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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***The MBA with a Concentration in Supply Chain Management*** program is designed to allow students to complement their studies in business administration with in-depth coverage of the core components of the supply chain functions of business as they relate to firms operating in a dynamic global business environment. Students will complete the 27 hours of the MBA core and 12 additional hours of graduate level courses in logistics.

***The MBA with a Concentration in Finance*** program is designed to allow students to complement their studies in business administration with in-depth coverage of the core components of finance, including corporate finance, financial markets and institutions, and investments. Students will complete the 27 hours within the MBA core and 9 additional hours of graduate level finance coursework.

***The Graduate Certificate in Marketing*** is designed for individuals who want to develop the skills needed to effectively work in today’s complex marketing environment. The program provides students with in-depth coverage of the core components of marketing theory as applied in a dynamic, data-driven, digital world. Students in the program acquire the techniques and tools necessary to analyze marketing situations and develop effective integrated strategic marketing plans.

**UNCONDITIONAL ADMISSION** Applicants for the Master of Business Administration (M

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**Graduate Certificate in Marketing**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate School Degree Policies for additional information (p. 35) |  |
| **Core Requirements:** | Sem. Hrs. |
| MKTG 6223 Strategic Marketing | 3 |
| MKTG 6263 Seminar in Contemporary Marketing Issues | 3 |
| **Select two of the following:** |  |
| GSCM 6283 Global Supply Chain Management |  |
| MGMT 6463 Leadership Development |  |
| MKTG 6213 Healthcare Marketing |  |
| MKTG 6233 Promotional Strategy |  |
| MKTG 6243 Services Marketing Strategy |  |
| MKTG 670V Marketing Internship |  |
| **Sub-total** | 6 |
| **Total Required Hours:** | 12 |

**LETTER OF NOTIFICATION - 10**

**GRADUATE CERTIFICATE PROGRAM**

(12-21 SEMESTER CREDIT HOURS)

1. Institution submitting request:

1. Contact person/title: Dr. Melodie Philhours, Chair, Department of Management & marketing
2. Phone number/e-mail address: 870-680-8148, [mphil@astate.edu](mailto:mphil@astate.edu)
3. Proposed effective date: January 1, 2018
4. Name of proposed Graduate Certificate Program (Program must consist of 12-21 semester credit hours from existing graduate courses).  
     
   Graduate Certificate in Marketing
5. Proposed CIP Code: 52.1401
6. Reason for proposed program implementation:   
     
   The purpose of this program is to offer an opportunity for individuals seeking promotion within an organization or to move outside the organization to increase skill in marketing. Furthermore, this program offers access to graduate business study for those hesitant to commit to the complete MBA program.   
     
   The proposed Graduate Certificate in Marketing program fits well within the mission of the A-State College of Business specifically to produce career-ready individuals. According the Bureau of Labor Statistics, Occupational Employment Statistics, marketing jobs are projected to grow 9% (faster than average) from 2014-2024 and the mean salary nationally for marketing managers is $144,140 and in Arkansas, the mean is $134,570. Individuals who complete this program will be well-positioned to enter a growing field at relatively high salaries. ([*https://www.bls.gov/oes/current/oes112021.htm#nat*](https://www.bls.gov/oes/current/oes112021.htm#nat))
7. Provide the following:
   1. Curriculum outline - List of courses in new program – Underline required courses  
        
      MKTG 6223 Strategic Marketing   
      MKTG 6263 Seminar in Contemporary Marketing Issues  
      Select Two:

MKTG 6243 Services Marketing Strategy   
 MKTG 6213 Healthcare Marketing  
 MKTG 6233 Promotional Strategy   
 MKTG 670V Marketing Internship  
 GSCM 6283 Global Supply Chain Management

* 1. Total semester credit hours required (Program range: 12-21 graduate semester credit hours)  
       
     12
  2. New courses and course descriptions  
       
     No new courses are needed.
  3. Program goals and objectives  
       
     This certificate will be considered a sub-segment of the MBA program. The MBA program has a fully developed assessment plan to include the following student learning outcomes.   
     Students will
* demonstrate an ability to communicate effectively in writing
* demonstrate an ability to deliver effective oral presentations
* demonstrate an ability to lead and productively participate in group situations
* understand the role of business ethics when solving problems and making decisions
* apply quantitative and qualitative knowledge to solve problems and make decisions

The Graduate Certificate in Marketing will contribute to all of these outcomes and will specifically develop students’ knowledge application/problem solving skills, oral presentation skills, and leadership/group participation skills.

* 1. Expected student learning outcomes  
       
     The Graduate Certificate in Marketing will specifically develop students’ knowledge application/problem solving skills, oral presentation skills, and leadership/group participation skills.
  2. Documentation that program meets employer needs  
       
     According the Bureau of Labor Statistics, Occupational Employment Statistics, marketing jobs are projected to grow 9% (faster than average) from 2014-2024 and the mean salary nationally for marketing managers is $144,140 and in Arkansas, the mean is $134,570. Graduates of this program will be well-positioned to enter a growing field at relatively high salaries. ([*https://www.bls.gov/oes/current/oes112021.htm#nat*](https://www.bls.gov/oes/current/oes112021.htm#nat)) Furthermore, mid-career general MBA salaries average $104,000. Mid-career salaries with an MBA/Marketing Concentration average $113,000. ([www.monster.com/career-advice/article/best-paying-mbas](http://www.monster.com/career-advice/article/best-paying-mbas)) Employer surveys indicate significant demand for MBA with a marketing concentration in positions of marketing management and sales management. Specifically mentioned skills include analytical thinking and data-driven knowledge application, strategic content creation and vision, strong communication and leadership skills, all of which this program is designed to deliver.
  3. Student demand (projected enrollment) for program  
       
     30
  4. Name of institutions offering similar program and the institution(s) used as a model to develop the proposed program

Northwestern University, Duke University, University of Tampa, University of Chicago

* 1. Scheduled program review date (within 10 years of program implementation)  
       
     2022

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required. (A graduate certificate offered for teacher/educator administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form must be submitted to ADHE along with the Letter of Notification.)
2. Institutional curriculum committee review/approval date:
3. Will this program be offered on-campus, off-campus or via distance delivery? If yes, indicate mode of distance delivery.  
     
   No
4. Identify off-campus location. Provide a copy of e-mail notification to other institutions in the area of the proposed off-campus program offering.
5. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: