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**TOPIC:** University of Maryland Eastern Shore: Bachelor of Science in Marketing

**COMMITTEE:** Education Policy and Student Life

**DATE OF COMMITTEE MEETING:** June 5, 2013

**SUMMARY:** UMES' mandate as a land grant university is to provide economic development and workforce development support for Maryland's businesses and citizenry. To that end, it is a natural progression that UMES should provide support for Maryland's economic role in the tri-state Delmarva region. Moreover, the University's mission as a Historically Black University is to provide opportunities for students of color and for first generation college students. Currently, 90% of students with a concentration in Marketing identify themselves as people of color. A major in marketing that is formally accredited by the Association to Advance Collegiate Schools of Business (AACSB) stands to serve as a regional role model for producing high-quality leaders of color for professional services and industries. Graduates of the proposed program will be expected to provide leadership in minority business development that will benefit the State in the near and long terms.

According to the Maryland Department of Labor, Licensing and Regulation's occupational projections for 2010 – 2020, the required number of marketing professionals projected is 4,175. The branding associated with the marketing major combined with AACSB accreditation will provide positive entry credentials for program graduates.

The existing marketing concentration in the AACSB accredited Business Administration program forms the foundation for the proposed B.S. in Marketing. Currently 64 students are enrolled with 19 of those at the senior level. It is anticipated that, if approved, the program enrollment will increase and graduate 25 students per year.

**ALTERNATIVE(S):** The Regents may not approve the program or may request additional information.

**FISCAL IMPACT:** No additional funding is necessary. The program will be supported through tuition.

**CHANCELLOR'S RECOMMENDATION:** That the Committee on Education Policy and Student Life recommend that the Board of Regents approve the proposal from the University of Maryland Eastern Shore to offer the Bachelor of Science in Marketing.

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COMMITTEE RECOMMENDATION:

DATE:

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BOARD ACTION:

DATE:

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SUBMITTED BY: Joann Boughman

301-445-1992

jboughman@usmd.edu

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# MARKETING MAJOR

## **A. Centrality to institutional mission statement and planning priorities:**

UMES Mission: The “University of Maryland Eastern Shore (UMES), the State’s Historically Black 1890 Land-Grant institution, emphasizes baccalaureate and graduate programs in the liberal arts ... In keeping with its land-grant mandate, the University’s purpose and uniqueness are grounded in distinctive learning, discovery, and engagement opportunities in agriculture, marine and environmental sciences, technology, engineering and aviation sciences, health professions, and hospitality management. Degrees are offered at the bachelors, masters and doctoral levels.” (<http://www.umes.edu/About/Default.aspx?id=238>)

A baccalaureate degree in Business Administration with a major in Marketing is consistent with Association to Advance Collegiate Schools of Business (AACSB) accreditation, which was awarded to UMES on April 28, 2011. As a career field emphasis it enjoys specific synergies with University of Maryland Eastern Shore academic and physical assets. UMES’ mandate as a land grant university is to provide economic development and workforce development support for Maryland’s businesses and citizenry. To that end, it is a natural progression that UMES should provide support for Maryland’s economic role in the tri-state Delmarva region. Moreover, the University’s mission as a Historically Black University is to provide opportunities for students of color and for first generation college students. To that end, a major in marketing that is formally accredited by the AACSB stands to serve as a regional role model for producing high-quality leaders of color for professional services and industries. This program has been part of the strategic planning of the University for more than five years.

## **B. Adequacy of curriculum design and delivery to related learning outcomes:**

### **1. Courses and General Requirements for Degree**

All students majoring in marketing will take 41 credit hours in the General Education Core, 9 credit hours in the Liberal Arts area, 40 credits in the Business Core and 30 credits in the Marketing Major at the 300 and 400 levels. These requirements are consistent with degree requirements in other majors in the Department of Business, Management and Accounting. A total of 120 earned credit hours are required for the Bachelor of Science degree in Marketing.

### ***Total Number of Credits and Their Distribution***

	<u>Category</u>	<u>Distribution</u>
I.	General Education	41.0
II.	Supporting Liberal Arts Requirements	9.0
III.	Foundation Knowledge for Business	40.0
IV.	Marketing Major Requirements	<u>30.0</u>
	<b>Total Credit Hours</b>	<b>120.0</b>

### **III. Foundation Knowledge**

<u>For Business</u>	<u>40 Credit Hours</u>
ACCT 201 Introductory Financial Accounting	3 hrs.
ACCT 202 Introductory Corporate & Managerial Accounting	3 hrs.
BUAD 213 Business Software Applications	3 hrs.
BUAD 252 Calculus with Business & Management Applications	3 hrs.
BUAD 300 Business Ethics	3 hrs.
BUAD 353 Business Statistics I	3 hrs.
BUAD 354 Business Statistics II	3 hrs.
BUAD 302 Management & Organizational Behavior	3 hrs.
BUAD 412 Business Law I	3 hrs.
BUAD 495 Strategic Management	3 hrs.
BUED 101 Sophomore Professional Development	.5 hrs.
BUED 102 Junior Professional Development	.5 hrs.
BUED 333 Business Communications	3 hrs.
FINA 340 Financial Management	3 hrs.
MKTG 308 Principles of Marketing	3 hrs.

#### **IV. Marketing Major Requirements 30 Credit Hours**

BUAD 304 Small Business and Entrepreneurship	3 hrs.
BUAD 410 Production Management	3 hrs.
BUAD 411 Operations Research & Decision Theory	3 hrs.
BUAD 420 International Business	3 hrs.
MKTG 401 Advertising Management	3 hrs.
MKTG 404 Consumer Theory & Behavior	3 hrs.
MKTG 410 Marketing Management (Capstone course)	3 hrs.

Any **three** of the following courses:

MKTG 312 Sales Management <u>or</u>	
MKTG 314 Retail Management <u>or</u>	
MKTG 315 Introduction to E-Commerce	
MKTG 409 Marketing Research	
MKTG 421 International Marketing	9 hrs

#### **II. Departmental Supporting**

##### **Liberal Arts Requirements 9 Credit Hours**

ECON 201 Principles of Economics I	3 hrs.
ECON 202 Principles of Economics II	3 hrs.
PSYC 303 Adolescent Psychology <u>or</u>	
PSYC 305 Development Psychology <u>or</u>	
PSYC 307 Educational Psychology	3 hrs.

#### **MARKETING COURSE DESCRIPTIONS**

**MKTG 308 Principles of Marketing: 3 credits.** The focus is on introducing the nature and fundamentals of marketing activities in the modern industrial economy. This course deals with the analysis of the socio-economic and psychological factors, influencing consumer behavior, market measurement and forecasting methods, development of marketing programs in the areas of product-line, price, promotion and channels of distribution, procedures for planning and controlling marketing operations and the legal aspects of marketing. Prerequisites: ECON 201, ECON 202, ACCT 202 and Junior standing. (Fashion Merchandising Majors only. ECON 202 and permission of the respective Department Chairs).

**MKTG 312 Sales Management: 3 credits.** The course involves a study of the techniques and policies in the administration of the sales organization with respect to the market strategies. Managerial functions, such as selecting, training, compensating, and supervising field sales personnel, are also dealt with. The course also includes planning, implementing, and coordinating the sales program with the total marketing effort of the firm. Prerequisite: MKTG 308.

**MKTG 314 Retail Management: 3 credits.** The course involves a study of retailing as a marketing institution from the standpoint of management. Topics covered include the store location, layout and facilities, policy formulation in the areas of buying, merchandising, pricing, inventory planning and controlling, sales promotion, customer service, and general management problems. Prerequisite: MKTG 308.

**MKTG 315 E-Commerce: 3 credits.** This course is designed to familiarize students with the emergence and importance of electronic commerce. The course examines the exchange of business information, products, services and payments over the Internet and World-Wide Web. Students will understand the field of electronic commerce and its basic vocabulary, as well as learn the skills to develop electronic commerce applications (on the web). Prerequisite: MKTG 308.

**MKTG 401 Advertising Management: 3 credits.** Emphasis is on an analysis of advertising problems from the points of view of the general administrator and marketing manager. The major topics covered are determining the role of advertising in an organization's total set of strategies, coordinating and integrating advertising with the total marketing effort, developing of appropriate copy, media selection, client-agency relationships, and available techniques to measure the effectiveness of advertising expenditures. Prerequisite: MKTG 308.

**MKTG 404 Consumer Behavior and Theory: 3 credits.** This course examines motivation, cognition, and learning of preferences and tastes from the interdisciplinary perspective of the social sciences. Dynamics of consumer demand and behavior are emphasized. Prerequisite: MKTG 308.

**MKTG 406 Purchasing Management: 3 credits.** The course involves a study of the problems in industrial, institutional, and government purchasing, such as the purchasing of raw materials, supplies, and equipment. Procedures for procurement, value analysis, quality control, and inventory control are covered. Factors in determining suitability of product, preparation of specifications, and legal aspects are also dealt with. Prerequisite: MKTG 308.

**MKTG 409 Marketing Research: 3 credits.** The focus is on the process of acquiring, classifying and interpreting primary and secondary marketing data at the macro and micro level needed for profitable marketing decisions. Skills in evaluating the appropriateness of inductive, deductive, survey, observational, and experimental methodologies are developed. Recent developments in the systematic recording and use of internal and external data needed for marketing decisions are evaluated. The course focuses on integrating problem formulation, research design, questionnaire construction, sampling, data collection and data analysis to yield valuable marketing information. The course also examines the proper use of statistical applications such as time series analysis as well as qualitative methods, with an emphasis on the interpretation and use of results. Prerequisite: MKTG 308.

**MKTG 410 Marketing Strategy and Policy: 3 credits.** This course emphasizes the managerial aspects of marketing and distribution problems. The course specifically deals with the factors affecting consumer demand, methods of satisfying it, the structure of the market, marketing methods, and the problems of various agencies, competitive practices, and management of the selling activities of a business, including distribution policies, pricing, and organizing and planning of market operations. Prerequisite: MKTG 308.

**MKTG 421 International Marketing: 3 credits.** The focus is on company survival and growth in developed and emerging markets. This course examines the challenge of entering and operating effectively in foreign markets. Decisions must be made regarding international marketing objectives, strategies and policies, foreign market selection and entry, adaptation and customization of products, distribution channel design and communication programs to fit each foreign market. International marketing organization, international marketing research, planning and control are discussed. Student projects will explore and demonstrate understanding of cultural and language issues through readings, case discussion, class presentations and a term project. Techniques for communicating and marketing products and services in a specific country that accommodate cultural differences are emphasized. Prerequisite: MKTG 308.

**MKTG 498 Independent Study in Marketing: 3 credits.** The hours for this course are by arrangement with designated or individual faculty. Under the guidance of the faculty member, students conduct an intensive investigation of a topic within the field of marketing. A written proposal is required for approval. Projects typically include library research, interviews with operating and/or staff managers, and other requirements appropriate to the topic. One of the products of this project is a report. Prerequisites: BUAD 302 and consent of instructor.

## **2. Educational Objectives and Intended Student Learning Outcomes:**

Graduates with a major in marketing will be able to:

- Demonstrate in depth knowledge of the fundamental principles, concepts, terminologies and methodologies of general marketing, advertising, retailing and E-commerce.
- Synthesize creative ideas as well as managerial, strategic and statistical reasoning skills in solving marketing problems. These include forecasting, interpreting local and global trends, interpreting changes in consumer behavior and evaluating product, price, media, promotion and distribution decisions.
- Systematically analyze quantitative and qualitative information for marketing decision-making.
- Construct actionable marketing plans.
- Demonstrate an understanding of the code of conduct for marketing professionals.
- Begin and sustain a lifelong career in marketing and its related disciplines.

Assessment Methods based on established departmental standards will include the following:

- Assessing written and oral student presentations, written assignments and research projects.
- Tracking relative performance in national and regional marketing simulations.
- Tracking analytical performance in the capstone courses of Strategic Management and Marketing Management.
- Evaluating student performance in exams, quizzes and assignments in required major courses.
- Assessing comprehensive final exam in Marketing Management.
- Tracking performance in regional and national competitions.
- Tracking practical outcomes such as revenue generation, profitability and leadership participation at student run marketing events.

### 3. Meeting General Education Requirements

#### I. General Education Requirements 41 Credit Hours

##### *Curriculum Area I* 15 Credits Hours Required *(Arts and Humanities)*

One course in Arts, Music or Literature	3 hrs.
One course in History	3 hrs.
Two Foreign Language <u>or</u> Approved International Liberal Arts courses	6 hrs.
ENGL 203 Fundamentals of Contemporary Speech	3 hrs.

##### *Curriculum Area II* 6 Credit Hours Required *(Social and Behavioral Sciences)*

PSYC 200 Introduction to Psychology	3 hrs.
SOCI 101 Introduction to Sociology	3 hrs.

##### *Curriculum Area III* 7 Credits Hours Required Two courses in Science One course in Science Lab

##### *Curriculum Area IV (Mathematics)* 3 Credits Hours Required MATH 109 College Algebra 3 hrs.

##### *Curriculum Area V (English Comp.)* 9 Credits Hours Required ENGL 101 Basic Composition I 3 hrs. ENGL 102 Basic Composition II 3 hrs. ENGL 305/W Technical Writing 3 hrs.

##### *Curriculum Area VI (Emerging Issues)* 1 Credit Hour Required BUED 100 First Year Experience/Business 1 hr.

#### C. Critical or compelling regional need as identified in State Plan:

The degree in Marketing will expand the educational opportunities of minority students in the State of Maryland. Our mission to provide opportunity to students of color and first generation students results in admission of many students with significantly lower SAT scores and high school GPAs than other AACSB accredited business programs in the State. The branding associated with the marketing major combined with AACSB accreditation will provide positive entry credentials for our graduates. Our graduates are expected to provide leadership in minority business development that will benefit the State in the near and long terms. The Bachelor of Science in Marketing was included under the USM Strategic Plan 2020 under Theme 1: College Completion, and Theme 3: Academic Transformation.

#### D. Evidence of market demand:

The Maryland DLLR produces occupational projections between 2010 and 2020. The required number of marketing professionals projected is 4,175. We believe that UMES is uniquely positioned to contribute to that number from our targeted student body. In the last six academic years, we have graduated 72 students in the marketing concentration. We believe that our numbers will grow to 25 graduates in the major in five years. We currently have 64 students enrolled at all levels, with 19 seniors.

#### E. Reasonableness of program duplication:

UMES is located 11 miles from Salisbury University (SU), another school in the USM. UMES serves a very different population than does SU, regardless of the geographic location of the two schools. SU does not specify exact SAT scores in their admission information, but indicates that successful applicants generally have above average high school grade point averages and above average SAT scores. CollegeNet.com reports that the most recent data from

SU showed average SAT (math and verbal) scores to be 1129, with an average high school GPA of 3.6. For UMES, the equivalent SAT average was 818 with a high school GPA of 2.78. It is extremely unlikely that UMES is attracting students who would otherwise enroll at SU for any business major.

**F. Relevance to Historically Black Institutions:**

More than 85% of the students in the DBMA are students of color, and 90% of students with a concentration in Marketing identify themselves as people of color. The mission of UMES and the DBMA to provide opportunities for minorities and first generation college students allows many individuals who might not otherwise have a chance to earn a degree in Marketing at an AACSB accredited university to do so.

**G. Distance learning:** not applicable.

**H. Adequacy of faculty resources:**

There are three full-time faculty qualified to teach marketing courses.

**Dr. Monisha Das** has a Ph.D. in Marketing from Golden Gate University as well as an MBA in Marketing and an MS in Economics. She is currently an Associate Professor of Marketing at UMES. She was a recipient of the Fulbright Hays grant for Japan and has been credited with a best research award for an article on Japanese Distribution. She has been featured in Forbes magazine for her knowledge and performance in financial markets. At UMES, she teaches Marketing and serves as an advisor to the American Marketing Association Collegiate chapter and the Students in Free Enterprise chapter. The annual UMES Federal Reserve Challenge Team is coordinated and guided by a faculty team led by Dr. Das. She teaches Principles of Marketing, Advertising, Consumer Behavior, e-Commerce, and Marketing Strategy.

**Dr. Dandeson Panda** is an Associate Professor in the Department of Business, Management and Accounting. He received a Ph.D. in Organizational Communication Management from Howard University. He received an MBA in Marketing from Atlanta University. His teaching responsibilities include: Marketing and Business Ethics. He served as chairman of the Department of Mass Communications, Department of Management and Department of Business Administration at Delaware State University. His research interests include: relationship marketing in service industries; global education; management of cultural diversity; and the impact of product life cycles on Third World Countries and economies. He teaches Principles of Marketing, International Marketing and Business Ethics.

**Mr. Allen Sampson** is a Lecturer of Management and Marketing in the Department of Business, Management and Accounting. He has a B. S. in Chemistry from Morgan State University and an MBA from the Wharton School of Business at the University of Pennsylvania. Mr. Sampson is an Eastern Shore native and has over 30 years experience in Marketing and Sales Management with select Fortune 500 companies as Proctor and Gamble, Federated Department Stores, Target Stores and most recently as National Sales Manager for Consumer Products for TEC Inc, a wholly-owned subsidiary of the H. B. Fuller Company. Mr. Sampson teaches Principles of Marketing, Sales Management, Introduction to Business, and Professional Development and serves as the Coordinator of the Internship Program in the Department. He teaches Principles of Marketing, Retail Management, and Sales Management.

**I. Library resources:**

The University assures that institutional library resources meet the new program needs.

**J. Physical facilities, infrastructure and instructional equipment:**

The University assures that institutional facilities and equipment meet the new program needs.

**K. Adequacy of financial resources:**

Current departmental resources are adequate for the proposal for the Marketing major. Faculty resources are sufficient for the students currently enrolled in the Marketing concentration, which forms the foundation for the major. The University has committed to providing all necessary funding for all of the programs in the DBMA to maintain AACSB accreditation, which would include the new degree.

**L. Resources and expenditures:** See Tables 1 and 2.

**M. Program evaluation:**

Based on established department standards, we have established an ongoing program for:

- Assessing samples of student performance in computer labs, on computer based problems and projects.
- Assessing samples of the use of technology in student presentations.
- Assessing samples of group and individual case analyses.
- Assessing performance in business simulations.
- Assessing student web page designs.
- Assessing samples of student performance in mock interviews.
- Assessing samples of student internet research projects.
- Assessing use of BlackBoard based course materials.
- Assessing written and oral student presentations, written assignments and research projects.
- Tracking relative performance in national and regional marketing simulations.
- Tracking analytical performance in the capstone courses of Strategic Management and Marketing Management.
- Evaluating student performance in exams, quizzes and assignments in required major courses.
- Assessing comprehensive final exams in Marketing Management.
- Tracking performance in regional and national competitions.
- Tracking practical outcomes such as revenue generation, profitability and leadership participation at student run marketing events.

**N. Minority student achievement goals:**

More than 85% of the students in the DBMA are students of color, and 90% of students with a concentration in Marketing identify themselves as people of color. It should also be noted that the faculty dedicated to the Marketing program comprise one African-American, one African, and one Indian. The faculty of the DBMA as a whole are exceptionally diverse in terms of ethnicity.

**O. Low productivity programs:** not applicable

TABLE 1: RESOURCES

Resources Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1. Reallocated Funds <sup>1</sup>	0	0	0	0	0
2. Tuition/Fee Revenue <sup>2</sup> (c+g below)	165,160	206,450	247,740	289,030	289,030
a. #F.T Students	20	25	30	35	35
b. Annual Tuition/Fee Rate	8,258	8,258	8,258	8,258	8,258
c. Annual Full Time Revenue (a x b)	165,160	206,450	247,740	289,030	289,030
d. # Part Time Students	0	0	0	0	0
e. Credit Hour Rate					
f. Annual Credit Hours					
g. Total Part Time Revenue (d x e x f)	NA	NA	NA	NA	NA
3. Grants, Contracts, & Other External Sources <sup>3</sup>	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 - 4)	165,160	206,450	247,740	289,030	289,030



TABLE 2: EXPENDITURES					
Expenditure Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1. Total Faculty Expenses (b + c below)	211,720	211,720	211,720	211,720	211,720
a. # FTE	2	2	2	2	2
b. Total Salary	158,000	158,000	158,000	158,000	158,000
c. Total Benefits	53,720	53,720	53,720	53,720	53,720
2. Total Administrative Staff Expenses (b + c below)	17,353	17,353	17,353	17,353	17,353
a. # FTE	.35	.35	.35	.35	.35
b. Total Salary	12,950	12,950	12,950	12,950	12,950
c. Total Benefits	4,403	4,403	4,403	4,403	4,403
3. Total Support Staff Expenses (b + c below)	0	0	0	0	0
a. # FTE					
b. Total Salary					
c. Total Benefits					
4. Equipment	5,000	5,000	5,000	5,000	5,000
5. Library	2,000	2,000	2,000	2,000	2,000
6. New or Renovated Space	NA	NA	NA	NA	NA
7. Other Expenses	0	0	0	0	0
TOTAL (Add 1 - 7)	236,073	236,073	236,073	236,073	236,073

**NOTE: Faculty expenses are for existing faculty, therefore, these expenditures are already encumbered. No additional faculty will be hired for this program.**