

Status: PENDING

**PROGRAM REQUEST**  
Specialized Master in Business - Marketing

Last Updated: Myers, Dena Elizabeth  
12/20/2010

<b>Fiscal Unit/Academic Org</b>	Business Administration - D1000
<b>Administering College/Academic Group</b>	Business
<b>Co-administering College/Academic Group</b>	
<b>Semester Conversion Designation</b>	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
<b>Current Program/Plan Name</b>	Specialized Master in Business - Marketing
<b>Proposed Program/Plan Name</b>	Specialized Master in Business - Marketing
<b>Program/Plan Code Abbreviation</b>	SMBMKT-MB
<b>Current Degree Title</b>	Specialized Master in Business

**Credit Hour Explanation**

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		48	32.0	33	1.0
Required credit hours offered by the unit	Minimum	48	32.0	33	1.0
	Maximum	48	32.0	33	1.0
Required credit hours offered outside of the unit	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

**Program Learning Goals**

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

- Program Learning Goals**
- 1. Graduates acquire basic knowledge in the areas of accounting/financial analysis, statistics/data analysis, economics, and teamwork and leadership.
  - 2. Graduates demonstrate in-depth knowledge of Marketing by being exposed to leading edge research in that field and develop a global perspective of developments in the field.
  - 3. Graduates will apply marketing theory and core knowledge using critical thinking to solve problems.
  - 4. Graduates demonstrate professional deportment, ethical awareness and effective oral and written communication skills.

**Assessment**

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? No

**DIRECT MEASURES (means of assessment that measure performance directly, are authentic and minimize mitigating or intervening factors)**

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**Classroom assignments**

- Embedded testing (i.e. specific questions in homework or exams that allow faculty to assess students' attainments of a specific learning goal)
- Other classroom assessment methods (e.g., writing assignments, oral presentations, oral exams)

**Evaluation of a body of work produced by the student**

- Capstone course reports, papers, or presentations

**INDIRECT MEASURES (means of assessment that are related to direct measures but are steps removed from those measures)**

**Surveys and Interviews**

- Employer feedback or survey

**Additional types of indirect evidence**

- Peer review of program
- External program review

**USE OF DATA (how the program uses or will use the evaluation data to make evidence-based improvements to the program periodically)**

- Analyze and discuss trends with the unit's faculty
- Analyze and report to college/school
- Analyze and report to accrediting organization
- Make improvements in course content
- Make improvements in course delivery and learning activities within courses
- Periodically confirm that current curriculum and courses are facilitating student attainment of program goals

**Program Specializations/Sub-Plans**

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

**Pre-Major**

Does this Program have a Pre-Major? No

**Attachments**

- Cover Letters & Attachments for Specialized Masters in Marketing.pdf: All Required Attachments  
*(Other Supporting Documentation. Owner: Gomez-Bellenge,Francisco X)*

**Comments**

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Gomez-Bellenge,Francisco X	12/17/2010 09:14 AM	Submitted for Approval
Removed	Zinn,Walter	12/17/2010 01:26 PM	Ad-Hoc Approval
Approved	Wruck,Karen Hopper	12/19/2010 08:56 AM	Unit Approval
Approved	Wruck,Karen Hopper	12/19/2010 08:57 AM	SubCollege Approval
Approved	Mangum,Stephen L	12/19/2010 03:00 PM	College Approval
Approved	Myers,Dena Elizabeth	12/20/2010 08:56 AM	GradSchool Approval
Pending Approval	Soave,Melissa A	12/20/2010 08:56 AM	CAA Approval



# FISHER

COLLEGE OF BUSINESS

December 22, 2010

Provost Joseph A. Alutto  
Office of Academic Affairs  
203 Bricker Hall

Dear Joe:

On behalf of the Fisher College of Business, we recommend approval of the proposed semester conversion plan for the Specialized Master in Business-Marketing (SMB-Marketing) Degree Program.

The SMB-Marketing program is a relatively new professional master's program that consists of four core courses taken within the Fisher College of Business that are common to all Specialized Master in Business Programs, followed by ten courses in Marketing and Logistics (four required and six elective).

Responsibility for the program is vested in the Specialized Master in Business Committee chaired by Professor Karen Wruck, Associate Dean for Graduate Programs. The SMB-Marketing Subcommittee is chaired by Professor Patricia West.

The proposed SMB-Marketing program revisions were developed by the SMB-Marketing Program Subcommittee, in cooperation with counterparts who were simultaneously developing conversion proposals for other graduate programs in Fisher College of Business. Because this is a new program only recently approved (2009-2010), the conversion to semesters is a straightforward conversion of the approved quarter curriculum. The curriculum and course offerings were approved by the Marketing faculty of the Department of Marketing and Logistics in fall 2009. The Program Proposal as converted for semesters was approved at the College Faculty meeting on May 19, 2010.

We concur with the recommendation of the faculty of the SMB-Marketing Program Subcommittee, the Marketing faculty of the Department of Marketing and Logistics as well as the College Faculty and recommend the proposed SMB-Marketing curriculum and courses be approved.

Sincerely,

Christine A. Poon  
Dean and John W. Berry, Sr. Chair in Business

Stephen L. Mangum  
Senior Associate Dean and Professor of MHR

Office of the Dean



December 14, 2010

Provost Joseph A. Alutto  
Office of Academic Affairs  
203 Bricker Hall

Dear Provost Alutto:

RE: Proposed Semester Conversion for Specialized Masters in Business (Marketing) Program

On behalf of the faculty of the Department of Marketing & Logistics, we recommend approval of the proposed revision to the existing SMB Marketing program to accommodate conversion to a semester-system schedule.

By and large, the changes are a simple mapping from the quarter to a semester framework. The core courses are housed in other departments and the same conversion process being used in the WPMBA program will be utilized to transition these courses. The Marketing Research (M&L 847), Consumer Behavior (M&L 854) and Marketing Project (M&L 849) courses will be modified to accommodate the fourteen-week schedule. Because the amount of class time is comparable little change will be made in the content of these courses. The remaining elective coursework has been modified, and sequencing altered, to improve learning effectiveness in the seven-week teaching modules that will be used in virtually all master's level courses in Fisher College of Business.

The program length is unchanged (48 quarter-credit-hours becomes 33 semester-credit-hours) and consistent with the current structure, the expectation is that students will take all courses from the set of courses offered by the Department of Marketing & Logistics or other units within the Fisher College.

The features of the proposed program are summarized in the "Program Rationale Statement" in this letter; details of the proposed curriculum and courses are contained in appended documents.

The mission of the SMB program is to facilitate exposure of future marketing specialists to the leading edge research being undertaken and instruction being delivered by Fisher faculty. The program will facilitate the networking and career advancement of these individuals through  
Department of Marketing and Logistics

established corporate linkages existing at Fisher and within partnering firms. Through these avenues students in the proposed SMB program will progress in both the understanding of relevant theory and in its application in practice. We evaluate the performance of our students using multiple measures that focus on four broad learning goals: (1) graduates acquire basic knowledge in the areas of accounting/financial analysis, statistics/data analysis, economics, and teamwork and leadership, (2) graduates demonstrate in-depth knowledge of Marketing by being exposed to leading edge research in that field and develop a global perspective of developments in the field, (3) graduates will apply marketing theory and core knowledge using critical thinking to solve problems and (4) graduates demonstrate professional deportment, ethical awareness and effective oral and written communication skills. Since the current class of twenty students represents the inaugural class for this program, we will begin utilizing performance metrics in Fall 2011 to assess learning.

The proposed SMB marketing program revisions were developed by the Specialized Masters of Business Program Committee, in cooperation with counterparts who are simultaneously developing conversion proposals for other graduate programs in Fisher College of Business. For example, Learning Goals 1 & 4 are common to both the SMB-Marketing and the SMB-Finance. The proposed curriculum and course offerings were approved by the faculty of the Department of Marketing & Logistics.

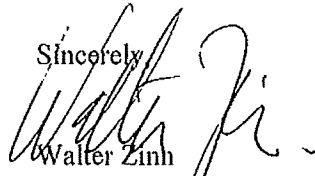
#### Program Rationale Statement

The SMB Marketing program was recently approved by the Board of Regents (Winter 2010) and the inaugural class consists of 20 students. This program was created as a response to corporate partners who were seeking specialized training for their current employees. As such, there was specific demand for the degree before it was created and doing so was consistent with both the college's growth strategy and the mix of degrees typical of peer institutions.

In our opinion, the proposed curriculum for the SMB-Marketing program is well-designed and in keeping with its intended purpose. The SMB Program Committee will assess program quality annually to assure that the proposed curriculum is appropriate and will continue to recommend changes to enhance program quality as appropriate.

We concur with the recommendation of the faculty of the Department of Marketing & Logistics and recommend the proposed SMB-Marketing curriculum and courses be approved.

Sincerely,



Walter Zinn  
Professor and Chair

Patricia West

Specialized Masters in Business-Marketing Subcommittee Chair



## **Attachments for Specialized Master's in Business-Marketing**

### **Program Rationale Statement**

Part of cover letter

**List of Semester Courses**

	Course #	Title	Semester Credits
Core	BUS-FIN 6XXX	Accounting and Financial Analysis for Decision Making	3
Core	BUS-MGT 6XXX	Statistics and Data Analysis for Manager	3
Core	BUS-MHR 6XXX	Leadership and Organization Behavior	3
Core	BUS-MHR 6XXX	Managerial Economics	3
Required	BUS-M&L 6XXX	Marketing Management	3
Required	BUS-M&L 7201	Marketing Research & Analytics	3
Required	BUS-M&L 72XX	Consumer Behavior	3
Required	BUS-M&L 7217	Field Studies	3
M & L Electives	BUSM&L 7203	Advertising and Promotion Management	1.5
	BUSM&L 72XX	Promotion Management	1.5
	BUSM&L 7208	Emerging Media	1.5
	BUSM&L 7204	Product Management	1.5
	BUSM&L 7205	Services Marketing	1.5
	BUSM&L 7215	Global Market Management	1.5
	BUSM&L 7212	Business-to-Business Marketing	1.5
	BUSM&L 7207	Pricing Strategies & Tactics	1.5
	BUSM&L 7206	Brand Management	1.5
	BUSM&L 7209	Strategic Sales Force Management	1.5
	BUSM&L 7213	Marketing Innovation Practice	1.5
	BUSM&L 7214	Multi-channel Marketing	1.5
	BUSM&L 72XX	Customer Insights	1.5
	BUSM&L 7216	Social Marketing	1.5



**Semester Advising Sheet**

Course #	Title	Semester Credits
Core	BUS-FIN 6XXX Accounting and Financial Analysis for Decision Making	3
Core	BUS-MGT 6XXX Statistics and Data Analysis for Manager	3
Core	BUS-MHR 6XXX Leadership and Organization Behavior	3
Core	BUS-MHR 6XXX Managerial Economics	3
Required	BUS-M&L 6XXX Marketing Management	3
Required	BUS-M&L 7201 Marketing Research & Analytics	3
Required	BUS-M&L 72XX Consumer Behavior	3
Required	BUS-M&L 7217 Field Studies	3
M & L Electives	Choose six courses from electives list (1.5 credits each)	9 (total)
	BUSM&L 7203 Advertising and Promotion Management	1.5
	BUSM&L 72XX Promotion Management	1.5
	BUSM&L 7208 Emerging Media	1.5
	BUSM&L 7204 Product Management	1.5
	BUSM&L 7205 Services Marketing	1.5
	BUSM&L 7215 Global Market Management	1.5
	BUSM&L 7212 Business-to-Business Marketing	1.5
	BUSM&L 7207 Pricing Strategies & Tactics	1.5
	BUSM&L 7206 Brand Management	1.5
	BUSM&L 7209 Strategic Sales Force Management	1.5
	BUSM&L 7213 Marketing Innovation Practice	1.5
	BUSM&L 7214 Multi-channel Marketing	1.5
	BUSM&L 72XX Customer Insights	1.5
	BUSM&L 7216 Social Marketing	1.5

<b>Total</b>			<b>33</b>

## Quarter Advising Sheet

### A. Business Basics through a Common Core:

The core business curriculum (common across all tracks of the SMB) consists of courses in the areas of accounting/financial analysis, statistics/data analysis, managerial economics, and organizational behavior/leadership. Each course is 4 credit hours, for a total of 16 credit hours of core. The core is relatively small because of the specialized nature of the degree program, including only the basic business knowledge that is foundational for any course of business study.

Business Basics/Common Core Curriculum
Accounting and Financial Analysis for Decision Making (MBA XXX)
Statistics and Data Analysis for Managers (MBA 870)
Managerial Economics (MBA 812)
Leadership and Organization Behavior (MBA 860)

### B. Disciplinary/Specialty Base:

The disciplinary/specialty base classes for the SMB-Marketing includes four required courses (16 credit hours).

Marketing Track Base Courses
Marketing Management (MBA 840)
Market Research (M&L 847)
Consumer Behavior (M&L 854)
Marketing Projects (M&L 849)

**C. Disciplinary/Specialty Electives:**

The Marketing elective classes include four courses chosen by each student based on their individual interests (16 credit hours) from among a prescribed set of Marketing course offerings.

<b>Marketing Track Electives</b>
Advertising and Promotions (M&L 846)
Branding (M&L 852)
Business-to-Business Mktg (M&L 848)
International Marketing (M&L 847)
Services Marketing (M&L 843)
Pricing Strategy and Tactics (M&L 851)
Product Management (M&L 842)
Marketing Strategy (M&L 844)
Sales Management (M&L 853)

**Transition Policy**

Currently, only Nationwide employees are enrolled in the program. At this point, we are allowing new students to enroll in fall 2011 but not winter or spring 2012.

Students admitted fall 2011 will take the first three of four core courses under quarters, one per quarter. They will be able to take the fourth course either in summer 2012 or as a 7-week course in fall 2012 under semesters. Any quarter core or required course not completed under quarters will be taken as either a semester-length or a 7-week term class. This will not lengthen time to degree completion.

Any current student who does not complete the degree by end of spring 2012 will be individually notified of the change in elective coursework requiring two 7-week semester courses in place of one 10-week quarter course. This will not lengthen time to degree completion because students can complete up to 8 7-week courses in a calendar year.

In summer 2012, students will be able to take 7-week electives. This program does not require completion of the core prior to taking electives. Beginning summer 2012, all electives will be 1.5 credit 7-week term courses.