

5-3-2004

Redesignate Specialty in Marketing to Separate Major in Marketing

The College at Brockport, College Senate

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SUNY BROCKPORT

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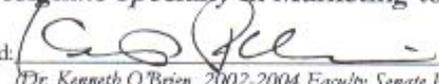
Resolution # 38
2003-2004
FACULTY SENATE

TO: Dr. Paul Yu, College President

FROM: The Faculty Senate Meeting on: **May 3, 2004**

RE: ⇨ I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Redesignate Specialty in Marketing to Separate Major in Marketing**

Signed:  Date: **5/12/04**
(Dr. Kenneth O'Brien, 2002-2004 Faculty Senate President)

TO: The Faculty Senate

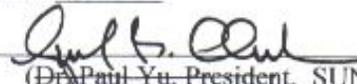
FROM: ^{John B. Clark}
~~Dr. Paul Yu~~, College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle)
a. Accepted Effective Date: **7/6/04**
b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI
a. Received and acknowledged
b. Comment:

DISTRIBUTED TO: President's Staff O: Originator, Academic
Dean's Council advisement, Registrar

Distribution Date: _____

Signed:  Date: **7-6-04**
(Dr. Paul Yu, President, SUNY College at Brockport)
Dr. John B. Clark, Interim President

**FACULTY SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE**

DEADLINE FOR SUBMISSIONS: FEBRUARY 23 - Proposals received after may not be reviewed until next semester.

Submit all proposals to the Faculty Senate President electronically or on a disk with a hard copy.

Please provide cover page information requested.

facprez@brockport.edu, fSenate@brockport.edu

Faculty Senate Office, 426 Allen Building

NUMBER TO BE ASSIGNED BY SENATE OFFICE

ROUTING
NUMBER*

#58 03-04 UC

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Redesignate Specialty in Marketing to Separate Major in Marketing

2. BRIEF DESCRIPTION OF PROPOSAL:

Separate degree in marketing to replace the current “specialty” in marketing under the umbrella of the B.S. in Business Administration. This degree would be more effective in attracting higher-parameter students and employers/recruiters to the College. It would also properly include the course in SUNY-wide degree listings used and searched by prospective students and recruiters.

3. SUBMISSION & REVISION DATES: PLEASE DATE ALL UPDATED DOCUMENTS and resubmit to the Senate Office electronically prior to Senate review and vote at fSenate@brockport.edu.

First Submission	Updated on	Updated on	Updated on
3/1/04			

4. SUBMITTED BY: (contact person)

Name	Department	Phone	Email
William H. Dresnack, Chair	Business Administration and Economics	395-5532	wdresnac@brockport.edu

5. COMMITTEES TO COPY: (Senate office use only)

Committee	Forwarded To	Date
<input type="checkbox"/> Budget	Committee Chair	3/3/04
<input type="checkbox"/> College Environment	Executive Committee	3/29/04
<input type="checkbox"/> Enrollment Policies	Senate Floor	4/5/04
<input type="checkbox"/> General Education	College President	
<input type="checkbox"/> Graduate Curriculum		
<input type="checkbox"/> Personnel Policies		
<input type="checkbox"/> Student Policies		
<input checked="" type="checkbox"/> Undergraduate Curriculum		

(ROUTING NUMBER WILL BE A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY COMMITTEE INITIALS)

January 11, 2018

To: David Brannigan
Chair, Undergraduate Curriculum Committee, Faculty Senate

From: Bill Dresnack
Chair, Business Administration and Economics

Re: Proposed Bachelor of Science Degree in Marketing

Hi David.

Attached please find the proposal for a B.S. degree in Marketing that we have “discussed” via e-mail.

I ask that the Senate Undergraduate Curriculum committee review this proposal and recommend its adoption to the Faculty Senate.

As discussed within, this proposal is motivated by:

- Processes of the State Education Department;
- The Department’s Strategic Planning process;
- Changes in the “packaging” of Business Education; and
- AACSB Accreditation Standards.

In developing this proposal, we have been careful to solicit input from advisory boards, student and alumni focus groups, employers, and the AACSB review team that recently visited our campus. Further, reviews of competing programs were undertaken. We are confident, therefore, that the proposal represents the needs of program stakeholders.

I have completed the resolution cover page form and appended it to this memo. A description of the proposal is then attached. I am aware that as a new degree this would need to go through the SUNY System Administration approval process. I am ready to cross that bridge after securing approvals from Faculty Senate and President Yu.

I am, of course, at your disposal to answer any questions that you might have.

Implementation Date: August 2005 (subject to SUNY System Administration approval)

Primary Motivation: Competitive environment, student success, input from advisory boards, strategic planning, NYSED treatment

Students Affected: Students earning a degree in Business Administration and pursuing the specialization in Finance, August 2005 and beyond

Description of New Program: Proposed is a separate major in Marketing, created by re-designating the Marketing specialty track of the Business Administration degree as a B.S. degree in Marketing. This is mostly a change in packaging, i.e., minimal changes in required coursework are proposed.

Currently, our students receive a B.S. in Business Administration with a specialization in marketing noted on the transcript. Under this proposal, students will receive a B.S. in Marketing (Hegis Code 0509).

If SUNY approves this proposal, the Department also proposes to change the prefix on all marketing courses from BUS to MKT. The Department understands that MKT courses will be treated as BUS courses, for purposes of the so-called 54-hour rule and the “minimum credit hours required outside of business and accounting” proposal.

Discussion: As part of its annual planning process, our Department reviews the offerings of competing SUNY units. We have noticed a trend towards market segmentation achieved by offering specialized business degrees, e.g. finance, marketing, human resource management, information systems, etc. Currently, our department offers three separate degrees (Accounting, International Business, and Business Administration, with a new separate degree in Finance approved by the College earlier this year). In contrast, the business program at SUNY Plattsburgh offers 8 separate degree programs even though they have the same size faculty and fewer students. Similarly, SUNY Oswego offers 9 separate degrees. Even the Excelsior College division of SUNY¹ lets students earn 10 different business degrees.

Even though we essentially offer the same specializations and courses, a review of catalogs makes it look like the other SUNY units offer “more” because they package their course offerings into specialized degrees. We are also penalized in the context of SUNY’s centralized admissions process and marketing materials, which do not indicate that students can pursue finance or marketing at Brockport, even though we offer more courses in these areas than competing units with specialized degrees!

The Department believes that, strategically, it must respond in-kind to compete for good students. This belief is based on our analysis of competing units and on extensive discussions with our business advisory boards. At a recent meeting of our advisory board, board members were asked to delineate and debate the pros and cons of offering specialized degrees at the undergraduate level. We proactively raised the issues of 1) students changing their major and 2) that students might be better served by not over specializing at the undergraduate level.

The broad consensus of the board was that even though a more generalist approach could be argued to have merits, in order to remain competitive (both with respect to attracting students and employers), we will need to respond in-kind for selected specializations including finance, accounting, marketing, MIS, and human resource management. It was the consensus of the board that employers hiring in these areas of specialization are interested in specific backgrounds and skill sets and would be likely to view a general degree as weaker. Their suggestion was that we offer several specialized degrees while maintaining a general business degree with some specialization tracks.

¹ Excelsior College is an administrative division of SUNY that lets students “glue together” courses from several different colleges in order to earn a degree. There is no residency requirement.

Specific Information on Course Changes:

We began our process of converting specialties into specialized degrees with our Finance degree proposal last year. This proposal is a logical next step for us. A significant need for this conversion exists with respect to assessment. You will note in Table 1 below that the specialty course component of the proposed degree creates two groups of courses (Groups A and B), groupings that do not currently exist. The reason for this change is to ensure that all marketing students take at least two common upper-level marketing courses; this facilitates collection and analysis of consistent assessment data. This addresses a significant weakness in our marketing course sequencing and supports our need to perform valid key learning outcomes assessment. This change was supported in concept by the accreditation team from AACSB when they were at Brockport for their site visitation in October, 2002. This will ensure some consistency in the marketing-specific education of marketing students while permitting some freedom for students to study topics and paths of particular individual interest.

You will further note in Table 1 below that the proposal increases the required specialized marketing courses to five (15 credits) from four (12 credits). This is in line with competitors' specialized degrees. We note also that the proposal indicates that the Department "strongly encourages" students to complete an internship as one of the five courses. *This is not a significant change from the current structure; it is mostly a change in presentation.* We currently provide the same "strong endorsement." We have not proposed requiring such an internship because we cannot guarantee arrangement of one for students. Many of our marketing students already complete such an internship. This change just says to them "complete an internship if you possibly can; if not, substitute another high-level marketing course." This direction and requirement is consistent with our mission. A great deal of literature in business research supports student satisfaction and success through internships. Further, we limit enrollment in internships to students who have demonstrated some capability, i.e., at least a 2.75 GPA and an application letter and resume. We thus create a strong incentive for students to achieve in prior courses. We believe that these requirements and incentives support and encourage our mission of "student success."

We acknowledge that this proposal is an increase of four business credit hours in total, three credits described in the preceding paragraph and one credit for the Business Professions Seminar, BUS389. Requiring this latter course for all business degrees is part of a proposal for consideration by Faculty Senate from last year. The faculty of the Department of Business Administration and Economics are again trying to ensure "student success," and this represents one piece of that initiative. This course is aimed at helping students develop professional acumen and comportment, including writing and public speaking skills and confidence. We believe it is in the students' and the College's best interest to ensure that our students graduate ready to succeed in industry, government, the not-for-profit sector, or graduate school. This one-hour course helps students develop these skills. To date, as an elective, it has attracted some of our best students, including students in the Honors Program. It has been extremely well-received. We believe it is a worthwhile, and relatively small, increase in their business education that also enhances their general education and skills.

Resources: There will be little or no incremental resource requirement. At most, this proposal will require one additional section to be taught by adjunct faculty. And, as demand changes for certain courses and programs over time, it is reasonably possible that we can offer this revised program without even needing that additional course section. We will not need any other resources to staff the courses as required. It will primarily demand internal reorganization of certain faculty teaching responsibilities.

**Table 1: Comparative Summary of Business Administration Degree,
Marketing Specialty, and Proposed Bachelor of Science in Marketing
(existing business program requirements shown)**

<i>B.S Business Admin. Degree, Marketing Track</i>	<i>Proposed B.S. Degree in Marketing</i>
<p>Prerequisite Course Requirements (21 credits)</p> <p>CIS106: End User Computing ECN201: Principles of Economics (Micro) ECN202: Principles of Economics (Macro) ECN204: Introductory Statistics ACC281: Introduction to Financial Accounting ACC282: Introduction to Managerial Accounting MTH2xx Requirement (Calculus or Business Calculus)</p>	<p>Prerequisite Course Requirements (21 credits)</p> <p>CIS106: End User Computing ECN201: Principles of Economics (Micro) ECN202: Principles of Economics (Macro) ECN204: Introductory Statistics ACC281: Introduction to Financial Accounting ACC282: Introduction to Managerial Accounting MTH2xx Requirement (Calculus or Business Calculus)</p>
<p>Co-requisite Courses (9 credits)</p> <p>ENL308: Business Writing ECN304: Intermediate Statistics Choice of BUS317, Management Information Systems, or BUS461, Production and Operations Management</p>	<p>Co-requisite Courses (10 credits)</p> <p>ENL308: Business Writing ECN304: Intermediate Statistics Choice one of the following four courses: BUS317, Management Information Systems, or BUS461, Production and Operations Management, or ECN301, Intermediate Microeconomics or ECN305, Managerial Economics BUS389, Business Professions Seminar (1 hour)</p>
<p>Business Core (21 credits)</p> <p>BUS325: Principles of Finance BUS335: Principles of Marketing BUS345: International Business Environment BUS366: Organizational Behavior BUS375: Business Law I BUS378: Business, Government, and Society BUS475: Strategic Management</p>	<p>Business Core (21 credits)</p> <p>FIN325: Principles of Finance (FIN prefix approved last year) MKT335: Principles of Marketing (Proposed change to prefix) BUS345: International Business Environment BUS366: Organizational Behavior BUS375: Business Law I BUS378: Business, Government, and Society BUS475: Strategic Management</p>

<p>A. <i>Specialty Courses: Choose any four of the following: (12 credits)</i></p> <p>BUS432: Sales Management BUS433: International Marketing BUS434: Direct Marketing BUS435: Consumer Behavior BUS436: Market Research BUS437: Integrated Marketing Communications BUS438: Supply Chain Management BUS439 Retail Management BUS440: Business-to-business Marketing BUS441: Marketing Management</p>	<p>Specialty Courses Group A: Students must complete three of the following courses. Students are strongly encouraged to complete BUS498, Internship, as one of these courses.</p> <p>MKT432: Sales Management MKT433: International Marketing MKT435: Consumer Behavior MKT436: Market Research MKT437: Integrated Marketing Communications MKT438: Supply Chain Management MKT439 Retail Management BUS498: Internship</p> <p>Note: Nine credits come from these courses. Note also we assume that the prefix will be changed from BUS to MKT for all Marketing courses as part of this proposal. We have thus presented it in this manner.</p>
	<p>Specialty Courses Group B: Students must complete both of the following courses. (Six credits)</p> <p>MKT440: Business-to-business Marketing MKT441: Marketing Management</p> <p>Note: Six credits come from these courses. Note also we assume that the prefix will be changed from BUS to MKT for all Marketing courses as part of this proposal. We have thus presented it in this manner.</p>

In summary, the Departmental requirements for the proposed degree would be modified only to the extent that four additional credit hours (one Marketing specialty course or three-hour internship, plus the one-credit Business Profession Seminar). Simultaneously, under the co-requisites, the proposal gives students the option of substituting an intermediate level economics course for BUS317 or BUS461, thus increasing the breadth of the course of study.

We ask that you, our colleagues in the Faculty Senate, approve the proposal. We are at your disposal to answer questions.