



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Marketing Essentials (for non-business majors)
INTENDED DATE OF IMPLEMENTATION:	Spring 2020
PROPOSED CIP CODE:	52.1401
UNIVERSITY DEPARTMENT:	Entrepreneurship, Management, & Marketing
UNIVERSITY DIVISION:	Beacom School of Business

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

<i>Elizabeth M. Freeburg</i>	12/2/19
_____ Institutional Approval Signature <i>President or Chief Academic Officer of the University</i>	_____ Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Is this a graduate-level certificate or undergraduate-level certificate?

Undergraduate Certificate Graduate Certificate

2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate.

The Beacom School of Business seeks permission to offer a new undergraduate certificate in Marketing Essentials for non-business majors. This certificate will use existing courses developed for the BBA, marketing major allowing non-business students to benefit from study in marketing principles, promotions, sales, and consumer behavior along with other marketing knowledge such as marketing strategy and integrated marketing strategies, thus adding depth to the non-major's college experience and adding value to the student's degree.

3. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

Not applicable. The University of South Dakota offers a major in marketing.

- 4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.**

Almost every job in today's world touches people and customers. In recognition of this and after discussion with the College of Arts and Sciences, an undergraduate certificate in marketing essentials for non-business majors was identified as an important option for non-business students. The South Dakota Department of Labor's (SD DoL) list of Hot Careers includes three sales marketing related occupations for a total projected demand of 1,530, ranking highest. The sales representative occupation in the wholesale and manufacturing industry ranked third, by itself, behind heavy and tractor-trailer truck drivers and just behind registered nurses.¹ Additionally, according to the National Association of Colleges and Employers, the ability to sell and influence others was one of the top 10 skills employers say they seek in potential new employees.² The SD DoL's Hot Careers list indicates earnings for the three sales representatives occupations ranged from \$34,537 to \$84,582 for those selling technical and scientific products, with an average \$62,175 for those sales representatives in most demand.¹

The Marketing Essentials Certificate knowledge and skills are transferrable to any career that requires effective communication and marketing using multiple formats in strategic ways. Whether targeting consumers, other businesses, or colleagues, one's marketing communication should revolve around a well-developed marketing strategy and a clear understanding of the audience's needs, wants, and goals.

This certificate will assist non-business students on their pathway to enhanced occupational opportunities with solid income potential and contributes to the Board of Regents' 2014 Strategic Plan efforts to "contribute to the state's workforce and economic development."

- 5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?**

It is intended and anticipated that the primary audience will be non-business majors. Business majors with an interest in this subject area will most likely undertake a double major, with marketing as one of the majors.

6. Certificate Design

- A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?**

N/A

¹ Labor Market Information Center, Hot Careers, available at https://dlr.sd.gov/lmic/hot_careers_data.aspx.

² National Association of Colleges and Employers (NACE), as reported by Adams, Susan, "The 10 Skills Employers Most Want In 20-Something Employees," Forbes (October 11, 2013), available from <https://www.usd.edu/-/media/files/academic-affairs/curriculum-and-instruction/usdnewgradcertsmall-business.ashx?la=en>.

B. Is the certificate a value added credential that supplements a student’s major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

Yes. This major is a value add for all non-business majors who anticipate entering the workforce. Business majors desiring this knowledge and skill set will most likely pursue a double major, with marketing as one of the majors.

C. Is the certificate a stackable credential with credits that apply to a higher level credential (i.e., associate, bachelor’s, or master’s degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

This certificate is stackable. All 9 credits can apply as electives in an Associate’s degree in General Studies.

7. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form).

Prefix	Number	Course Title	Prerequisites for Course	Credit Hours	New (yes, no)
BADM	370	Marketing	None	3	No
MKTG	475	Consumer Behavior	BADM 370	3	No
Select One of the Following					
MKTG	473	Retail Management	BADM 370	3	No
MKTG	474	Personal Selling	BADM 370	3	No
MKTG	476	Marketing Research	BADM 370; BADM 220 or MATH/STAT 281	3	No
MKTG	478	International Marketing	BADM 370	3	No
MKTG	481	Promotional Management	BADM 370	3	No
Subtotal				9	

8. Student Outcome and Demonstration of Individual Achievement.

Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? *The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.*

Marketing Essentials Certificate graduates will demonstrate an:

1. understanding of:
 - a. fundamental marketing concepts and terminology,
 - b. principles, generalizations and theories of marketing, and
 - c. marketing mix-*price, product, promotion and placement (distribution)*, consumer behavior, business to business marketing, market segmentation and positioning, marketing management, integrated marketing communications, and relationship marketing.
2. ability to identify possible target markets for various products.
3. ability to design an appropriate marketing mix for an identified market segment.
4. appreciation for the:
 - a. value of a market based economic system, and
 - b. importance of ethical marketing.

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.

Individual Student Outcome	Marketing Essentials Certificate						
	BADM 370	MKTG 473	MKTG 474	MKTG 475	MKTG 476	MKTG 478	MKTG 481
Understand the place and contribution of marketing to the business enterprise in a market based economic system.	X	X	X	X	X	X	X
Understand fundamental concepts, terminology, and practices of modern marketing, including the marketing mix.	X	X	X	X	X	X	X
Understand marketing ethics and theory.	X	X	X	X	X	X	X
Identify possible target markets for various products.	X		X	X		X	X

9. Delivery Location.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	Spring 2020

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	Yes	Community College of Sioux Falls	Fall 2021

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	018 Internet Synchronous	Fall 2021
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)?

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

10. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*

This proposed certificate is composed of exiting courses in the marketing curricula within the Beacom School of Business. No additional resources are anticipated. The goal is to enhance students' educational experience providing them with additional skills to enhance their preparation for the workforce.