

**TOPIC: PROPOSAL TO OFFER A BACHELOR OF SCIENCE IN
MARKETING AT COLORADO STATE UNIVERSITY-
GLOBAL CAMPUS**

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FOR ACADEMIC AFFAIRS**

I. SUMMARY

This consent item recommends approval of Colorado State University-Global Campus's (CSU-Global) proposal to offer a Bachelor of Science in Marketing (BSM) degree.

II. BACKGROUND

CSU-Global's proposal for the Bachelor of Science in Marketing degree is summarized as follows, as excerpted from the institution's proposal:

Because of its special relationship with the Colorado Community College System and numerous transfer agreements creating pipelines from Associate degrees to its four-year programs, CSU-Global is prepared to meet the demand for this bachelor's degree completion program (30 semester hours of credit in major courses towards a 120 credit undergraduate degree).

The Bachelor of Science in Marketing (BSM) degree program is designed to expose beginning students to the many facets of marketing: development, advertisement, distribution, and sale of products and services. The program focuses the learner on the management and use of research, planning, analysis, consumer communication, business relations, and decision-making techniques as used by marketing managers and directors through effective corporate communication channels. Students are exposed to current issues and trends such as electronic and integrated marketing. Theory, techniques, and applications will be applied to the problems, issues, and solutions involving product strategy, pricing, distribution, promotion, and marketing research from both national and international perspectives. Finally, students will apply course content from across the discipline for an integrated approach. The degree will have an option for a specialization to expand a student's knowledge in relevant areas like Strategic Communication, Business Administration, Finance, Foundations of Accounting, Organizational Leadership, and Public and Non-Profit Management.

ROLE AND MISSION SUPPORT

This degree supports the role and mission of CSU-Global, which reads, in part:

CSU Global Campus is a baccalaureate and graduate on-line university with the mission in Colorado of offering upper division baccalaureate degree completion programs for nontraditional students in partnership with the Colorado Community College system and selected master-level graduate programs. [C.R.S. 23-31.3-101]

EVIDENCE OF DEMAND

Industry demand for the Bachelor of Science in Marketing degree program has been evaluated through CSU-Global's contracted market research and through industry career growth projections. Demand projections and market research are listed below:

- Growth in this area includes sales managers, marketing managers, and public relations managers (Bureau of Labor Statistics, 2009);
- Median earning in 2008 for marketing managers was \$97,260 (Bureau of Labor Statistics, 2009);
- U.S. Dept. of Labor predicts that employment growth in advertising, marketing, promotions, public relations, and sales managers will increase 13% by 2018 with growth of sales managers projected at 15% (U.S. Dept. of Labor, 2009);
- Overall jobs will increase from 623,800 in 2008 to over 700,000 in 2018 (Bureau of Labor Statistics, 2009);
- As the impact of traditional advertising wanes, the role of corporate communications will increase with the need to create new strategies (Bureau of Labor Statistics, 2009); and
- Estimated graduates based on top 15 degree producers are between 237-498 per year.

DUPLICATION

Within the CSU System, there are currently no baccalaureate level programs in marketing. Both CSU-Fort Collins and CSU-Pueblo offer a B.S. in Business Administration degree program with a marketing concentration, but these are more focused on management and administration and are not offered online. There is currently not an online B.S. in Marketing offered by a Colorado public institution.

Department staff confirms there are no Bachelor of Science in Marketing programs offered online at any Colorado public institution of higher education.

IV. STAFF ANALYSIS

Pursuant to Colorado Revised Statute 23-5-129(6)(b), department staff finds that CSU-Global's proposed Bachelor of Science in Marketing (BSM) degree is consistent with the institution's role and mission.

V. STAFF RECOMMENDATION

Approval of CSU-Global's proposal to offer a Bachelor of Science in Marketing (BSM) degree.

VI. SUPPLEMENTAL INFORMATION

Copies of all relevant materials are on file in the Academic Affairs office and are available upon request.

STATUTORY AUTHORITY

C.R.S. §23-5-129

(6) While operating pursuant to a performance contract negotiated pursuant to this section, the governing board of a state institution of higher education:

(b) Need not consult with nor obtain approval from the Colorado commission on higher education to create modify, or eliminate academic and vocational programs offered by the institution, so long as such creations, modifications, and eliminations are consistent with the institution's statutory role and mission. Institutions shall submit information to the department demonstrating that the creation or modification of an academic or career and technical education program is consistent with the institution's statutory role and mission. The Colorado commission on higher education shall have the authority to override the creation or modification of an academic or vocational program if the change made by the governing board is inconsistent with the institution's statutory role and mission.