

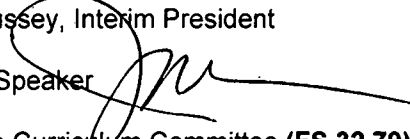


FACULTY SENATE

November 12, 2014

MEMORANDUM

TO: Dr. Mark A. Hussey, Interim President

FROM: Jim Woosley, Speaker 

SUBJECT: Undergraduate Curriculum Committee (FS.32.79)

The Faculty Senate submits for your approval the item from the Undergraduate Curriculum Committee at its regular meeting on November 10, 2014. Attached is a copy of the material sent to our Senators.

**Special Consideration**  
**Mays Business School**  
 Department of Marketing  
 Certificate in Analytics and Consulting  
 Request for a new certificate program

cc: Karan Watson  
 Christine Stanley  
 Michael Benedik  
 Sandra Williams  
 Ricky Griffin

FACULTY SENATE AGENDA ITEM REVIEW

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): RE: FS. 32.79

<i>Presidential Action:</i> <input checked="" type="checkbox"/> Recommend Approval <input type="checkbox"/> Review Only	<i>OP Recommended Action</i> <input type="checkbox"/> Hold for Further Review <input type="checkbox"/> Hold Released _____ <input type="checkbox"/> System Review/Submission <input type="checkbox"/> BOR Approval <input type="checkbox"/> THECB Approval/Notification <input type="checkbox"/> SACSCOC Approval/Notification
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Approved: \_\_\_\_\_ Reviewed: \_\_\_\_\_

  
 Mark A. Hussey

\_\_\_\_\_ Date

16. Special Consideration

**Mays Business School**

Department of Marketing

Certificate in Analytics and Consulting

Request for a new certificate program

## **SPECIAL CONSIDERATION**

# **SPECIAL CONSIDERATION**

**MAYS BUSINESS SCHOOL**

DEPARTMENT OF MARKETING

CERTIFICATE IN ANALYTICS AND CONSULTING

REQUEST FOR A NEW CERTIFICATE PROGRAM

H12

Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
Undergraduate ♦ Graduate ♦ Professional
♦ Proposal Checklist ♦

Program request type: [X] Undergraduate [ ] Graduate [ ] First Professional (ex., DVM, JD, MD, etc.)

Requested by the Department or Unit of: Marketing

Program Type, Level, Designation, Title, Description, Hours

Program Type: [X] Certificate Program [ ] Degree Program

Program Level: [X] UG Certificate [X] Grad Certificate [ ] Bachelor [ ] Master [ ] Doctoral [ ] Professional

Degree Designation (i.e., BS, BA, MA, MS, MAg, MEd, PhD, EdD, etc.)

Title of proposed program: Certificate in Analytics and Consulting

Proposed CIP Code (if known):

Brief program description (provide a catalog description for undergraduate and graduate certificates):

The Certificate in Analytics and Consulting complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in analytics and consulting. The curriculum emphasizes data analytics and consulting. The internship teaches lessons the classroom cannot. In the American Marketing Association, students refine professional skills including networking, leadership, and career preparation.

Minimum program semester credit hours (SCH) Certificates - 12 hours\* Bachelors - 120 hours Masters - 30 hours

Proposed program hours: 12

\*12 hours minimum to appear on transcript

Certificate Programs [ ] Embedded [ ] Standalone

Students take coursework that will result in a degree and certificate being earned at the same time.

Non-degree seeking students take coursework to earn a certificate only (no degrees are awarded).

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education

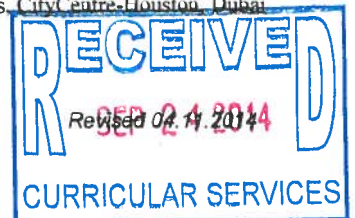
Table with 4 columns: % of Program a student can take off-campus or through Distance Education, Program Start Date, SACSCOC Approval\*\*, When Provost needs to inform SACSCOC. Rows for 25%, 50%, 80%, and 100%.

\*\*Notification letter arranged through: the Vice Provost for Academic Affairs and sent by TAMU President.

Program Delivery Mode

Location: [X] On-campus Mays Business School
[ ] Broadcast / TTVN
[ ] Specific off-campus location\*\*\*
[ ] Distance Education / Internet [ ] In-State [ ] Out-of-State Start Date
[ ] Out-of-Country
Will this program be offered with another institution? [ ] Yes [X] No
If yes, contact the Vice Provost for Academic Affairs for additional reporting requirements.

\*\*\*Is this an approved SACSCOC location? [ ] Yes [ ] No If no, a program prospectus must be sent to SACSCOC. Approved locations as of March 2012: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, City Centre-Houston, Dubai and Saudi Arabia.



**Texas A&M University**  
**New Certificate, Bachelors, Masters, or Doctoral Program**  
**Undergraduate ♦ Graduate ♦ Professional**  
**♦ Proposal Checklist ♦**

**Program Funding**

Has program funding been finalized at the department or college level?

Yes

No

If no, explain or attach budget: \_\_\_\_\_

Will new costs for the first five years of the program be under \$2 million?

Yes

No

If new costs exceed \$2 million, coordinating board approval is required.

**Submitted by (Contact Person):**

Janet T. Parish

jparish@mays.tamu.edu

Name  
Assistant Department Head

Email

Department of Marketing

979-845-1067

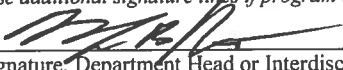
Title

Phone

**Certification Statement**

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

*Use additional signature lines if program is between three or more departments or colleges.*

 9/5/14  
\_\_\_\_\_  
Signature, Department Head or Interdisciplinary Program Chair Date

\_\_\_\_\_  
Signature, Department Head or Interdisciplinary Program Chair (if joint program) Date

\_\_\_\_\_  
*Typed or Printed Name*

\_\_\_\_\_  
*Typed or Printed Name*

 9/22/14  
\_\_\_\_\_  
Chair, College Review Committee Date

\_\_\_\_\_  
Chair, College Review Committee Date

 9/22/14  
\_\_\_\_\_  
Dean of College Date

\_\_\_\_\_  
Dean of College Date

\_\_\_\_\_  
Chair, University Curriculum Committee or Graduate Council Date

\_\_\_\_\_  
Chair, University Curriculum Committee or Graduate Council Date

Additional Approvals Required: Faculty Senate and President.

## New Program Request Form for Certificate Programs

**Directions:** An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

### Administrative Information

1. Institution:

Texas A&M University – College Station

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Certificate in Analytics and Consulting

3. Proposed CIP Code:

4. Brief Program Description – Describe the program and the educational objectives:

Number of Semester Credit Hours Required: 12

The Certificate in Analytics and Consulting complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in analytics and consulting. The curriculum emphasizes data analytics and consulting. The internship teaches lessons the classroom cannot. In the American Marketing Association, students refine professional skills including networking, leadership, and career preparation. The certificate requires 12 hours of academic credit, an internship, and participation in the American Marketing Association's student organization at Texas A&M.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Marketing within Mays Business School

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:

Fall 2015

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:



Name: Janet T. Parish  
Title: Assistant Department Head, Department of Marketing  
E-mail: jparish@mays.tamu.edu  
Phone: 979-845-1067

## Program Information

### I. Need

*Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.*

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

YEAR	1	2	3	4	5
Headcount	12	24	36	48	60
FTSE	144	288	432	576	720

### II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

B.

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses MKTG 430 Marketing Consulting 431 Marketing Analytics 432 Corporate Social Responsibility	9
Prescribed Electives <b>Choose one of these:</b> MKTG 325 Retailing Concepts and Policies 326 Strategic Retailing 335 Professional Selling 345 Social Media and Public Relations 347 Advertising & Creative MKTG Comm  425 Retail Merchandising 426 Advanced Retail Case Study 436 Sales Management 438 Strategic Digital Marketing 442 Innovation and Product Management 445 Account Planning and Research 447 Advanced Advertising: Case Competition  435 Advanced Selling 489 Business to Business	3
Free Electives	
Other ( <i>Specify, e.g., internships, clinical work</i> ) Internship Participation in American Marketing Association	(if not included above)
TOTAL	12

The certificate is open to all majors in Mays Business School. Students will submit a declaration of intent form to the marketing department and their progress through program requirements will be monitored by the advising staff.

Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (\*) courses that would be added if the program is approved. (*Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.*)

Prefix and Number	Required Courses	SCH
MKTG 430	Marketing Consulting	3
MKTG 431	Marketing Analytics	3

MKTG 432	Corporate Social Responsibility	3
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Prefix and Number	Prescribed Elective Courses	SCH
	Students choose one from this list:	3
	MKTG 325 Retailing Concepts and Policies 326 Strategic Retailing 335 Professional Selling 345 Social Media and Public Relations 347 Advertising & Creative MKTG Comm  425 Retail Merchandising 426 Advanced Retail Case Study 436 Sales Management 438 Strategic Digital Marketing 442 Innovation and Product Management 445 Account Planning and Research 447 Advanced Advertising: Case Competition  435 Advanced Selling 489 Business to Business	
	<b>TOTAL SCH</b>	12

An internship in analytics or the consulting industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in the areas of analytics, data managements, digital marketing, or consulting. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

**Internship Objectives:**

- Apply academic knowledge in a supervised work environment
- Build contacts
- Develop professional competencies
- Increase understanding of career paths in marketing

Participation in the associated student organization, American Marketing Association, is required.

Students must complete 12 hours of coursework, nine hours of required courses and three hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (\*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

Fall 2014 faculty currently include:

16 Tenured/Tenure-track Faculty

- 10 Professors
- 3 Associate Professors
- 3 Assistant Professors
- 1 Clinical Professor
- 2 Clinical Associate Professors
- 1 Professor of Practice
- 2 Lecturers

Note: 19 members of the total faculty have Ph.D. degrees

<b>Name of <u>Core</u> Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Parish, Janet Clinical Professor of Marketing	PhD in Marketing University of Alabama	MKTG 430	25%
Janakiraman, Ram Associate Professor of Marketing	PhD in Marketing University of Southern California, Los Angeles	MKTG 431	25%
Seipp, Leslie Lecturer	MBA Rice University	MKTG 432	25%

New Faculty in Year —			
New Faculty in Year —			

- D. Students – Describe general recruitment efforts and admission requirements. How will students be accepted into the program? In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Students are recruited from Mays Business School's basic marketing class, research class, and through the American Marketing Association student organization. Strategies to retain students include their interaction with corporate executives, faculty, and career fairs.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

The Texas A&M University Libraries, and its West Campus Library business facility, is well positioned to support a certification in Analytics and Consulting. The Libraries hold over 2,500 titles in the library catalog relating to these areas. The Libraries have holdings of over 150 electronic and print periodicals that address various forms and aspects of marketing. Additionally, the West Campus Library provides access to 10 key marketing and advertising databases in the R.C. Barclay Reference and Retailing Resources Center, including the Simmons/Choices3 and Business Source Complete databases.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Existing Wehner classrooms and administrative offices will be used to support this program.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not Applicable for this Certificate

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

Classroom, competitions, interaction with faculty and corporate executives, plus feedback from internships will clearly show the student's performance.

- I. Administration of Program – Describe how the program will be administered.  
 Where will the program be administered (i.e., department, college)?

The program will be administered by the Department of Marketing.

**III. Costs and Funding**

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

No additional costs will be incurred for this certificate.

Five-Year Costs		Five-Year Funding	
Personnel <sup>1</sup>	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding <sup>3</sup>	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other <sup>2</sup>	\$0	Other <sup>4</sup>	\$0
<b>Total Costs</b>	<b>\$0</b>	<b>Total Funding</b>	<b>\$0</b>

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

**Signature Page**

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

*I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.*

\_\_\_\_\_  
 Chief Executive Officer

\_\_\_\_\_  
 Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

*On behalf of the Board of Regents, I approve the program.*

\_\_\_\_\_  
Board of Regents (Designee)

\_\_\_\_\_  
Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

*On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).*

\_\_\_\_\_  
Board of Regents (Designee)

\_\_\_\_\_  
Date