

State University of New York / College at Old Westbury

Old Westbury
Long Island, New York 11568
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M E M O R A N D U M

TO: Faculty Senate
FROM: CAP Committee *ajg*
DATE: November 24, 1992
RE: Resolution for B.S. in Marketing

Rationale

The CAP Committee has reviewed the proposal for a B.S. in Marketing. A few questions were raised by the Committee, which were communicated to the Chair of Business and Management. These questions were answered to the Committee's satisfaction. Both the questions and the response accompany the proposal.

The degree in Marketing is an outgrowth of the concentration in Marketing, which has been in existence for several years.

Resolution

Be it resolved that the Faculty Senate approve the B.S. in Marketing degree.

STATE UNIVERSITY OF NEW YORK
COLLEGE AT OLD WESTBURY
OLD WESTBURY, NEW YORK 11568

PROGRAM PROPOSAL
FOR
MARKETING

APRIL 1992

State University of New York

Academic Program Proposal

PROGRAM SUMMARY

Campus SUNY/COLLEGE AT OLD WESTBURY Date 4/14/92

Proposed Program Title MARKETING

Proposed Degree/Certificate BS

HEGIS Classification Number 0509

Department(s) or Academic Unit(s) that will Offer Program

BUSINESS AND MANAGEMENT

Proposed Beginning Date SEPTEMBER 1991

Give a brief summary (250 words or less) of proposal describing purpose, academic content, structure, credits, etc. Attach additional sheet if necessary.

SUMMARY IS ATTACHED

ENROLLMENT	Year 1	Year 2	Year 3	Year 4	Year 5
Projected number of students in program/ major					
Total headcount	<u>300</u>	<u>300</u>	<u>300</u>	<u>300</u>	<u>300</u>
Full-time	<u>225</u>	<u>225</u>	<u>225</u>	<u>225</u>	<u>225</u>
Part-time	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>
Total Annual Average FTE	<u>262.5</u>	<u>262.5</u>	<u>262.5</u>	<u>262.5</u>	<u>262.5</u>
Anticipated Student/ Faculty Ratio in Program Courses	<u>27.1</u>	<u>27.1</u>	<u>27.1</u>	<u>27.1</u>	<u>27.1</u>

FACULTY

Characteristics of existing
faculty to be used in the
initial year of the program

	NUMBER				
	Full- time	Part- time	Adjunct	Regular (tenured)	Regular (untenured)
Professor	<u>1</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Associate Professor	<u>1</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Assistant Professor	<u>2</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Instructor	<u>1</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

What percentage of funds to support this program will be from internal
reallocation? 100%

If program will lead to certification or licensure, in what field or
specialty? N/A

If special accreditation will be sought, by what group(s)? By what
date(s)? N/A

If this program or any constituent courses will be offered off-campus,
where? N/A

Identify existing program on your campus in related and supporting
disciplines.

Program Title	NUMBER	
	Students	Faculty
<u>BUSINESS AND MANAGEMENT</u>	<u>340</u> FTE	<u>21</u>
<u>MATHEMATICS</u>	<u>301.5</u> FTE	<u>19</u>
<u>COMPUTER SCIENCE</u>	<u>186.14</u> FTE	<u>13</u>

BACKGROUND AND RATIONALE

Business and Management since its beginning in 1975, has continually responded to the needs of the business community by offering curricular options to students, from regional high schools and community colleges, which enable them to gain access to decent paying positions in a diverse group of industries. Presently, Business and Management, which is organized into four departments - Accounting, Business Economics and Finance, Marketing, and Management - offers four degrees: B.S. in Business and Management, B.S. in Accounting, B.S. in Finance, and Bachelor of Professional Studies.

The establishment of a B.S. in Marketing recognizes the current needs of students in a changing job environment as well as the maturation of marketing as an important functional area of business. The concentration in Marketing under the B.S. was established in 1982 and currently has an enrollment of 300. While this concentration in Marketing has served students reasonably well over the past decade, new developments in the discipline such as services marketing, global marketing, and direct marketing necessitate an updating of the curriculum reflecting these changes. Also, the common core of courses required under the general B.S. degree in Business and Management, which Marketing majors must complete, has constrained the refinement of the Marketing concentration and has occasioned students' complaints about the imbalance in favor of Management courses.

The repackaging of the Marketing concentration into a B.S. degree in Marketing would:

1. Permit the offering of a degree whose curricular content is determined by the latest developments in the discipline, the needs of students, and the demands of the business community.
2. Enable Marketing majors to compete effectively with the Marketing graduates of other colleges and universities.
3. To permit greater flexibility in the future updating and design of the Marketing curriculum.

Internal Impact. The proposed degree does not duplicate any degree offerings on campus or any degree offering at Stonybrook or Farmingdale. It does allow transfer students at Nassau Community College, Suffolk Community College, and Farmingdale, as well as the

New York City Community Colleges to gain access to a four year degree in one of the major disciplines of Business.

Essentially, as mentioned earlier, this is a repackaging of the currently offered Marketing concentration which will provide greater opportunity and choice to students. No new faculty beyond the four Marketing faculty on staff is needed. The other required business courses are currently provided for all Business majors so no change is needed. The Mathematics courses required are provided for all Business majors, and general education requirements have to be met by all Old Westbury graduates. Elective courses may be taken in any department and this is no different from what goes on now. Overall, the internal impact on staff is none. The internal impact on the curricular offerings of other departments is also none.

External Impact. An undergraduate degree in Marketing has become more commonplace in the last decade. Old Westbury's Business and Management faculty are responding to the changing needs of students, community colleges, and the marketplace by upgrading the current concentration in Marketing and offering greater choice, access and quality at the same cost. The development of this degree took into consideration the educational offerings of Nassau Community College, Suffolk Community College and Farmingdale College. Articulation agreements now in existence will be strengthened by the separate degree status of Marketing.

With about 300 majors pursuing the Marketing concentration there is no desire to attract more Marketing majors. Since some of the private regional Colleges and Universities have a Bachelor's degree in Marketing, we do not expect any significant increase in demand except maybe from those students, who because of financial constraints are compelled to seek options within a public institution.

Internships. The Marketing degree should enhance the attractiveness of Old Westbury Marketing majors as Business interns. About half a dozen Marketing majors have participated in Internship Programs at well-established advertising and marketing agencies last semester. One of the Marketing faculty is Director of Internships in Business and Management and will coordinate the placement and evaluation of students. We believe that the educational characteristics of the B.S. in Marketing and the practical learning associated with the internships combine in a way that augments the students marketability.

The Internship Program is a relatively new effort, so it is our hope, that more students will be placed in businesses so that greater opportunities for employment after graduation will accrue.

Potential Clientele. The candidates for the B.S. Degree in Marketing are overwhelmingly from the regional Community Colleges. A reasonable estimate would be that 85% of the current majors in Marketing are transfer from Community Colleges, primarily Nassau, Suffolk, and Farmingdale. About 15% are first-time to college students at Old Westbury. No great change in this mix is anticipated when the B.S. in Marketing is granted.

Relationship to External Needs. Consistent with the mission of Old Westbury to provide access to quality education to historically underrepresented groups, the B.S. in Marketing is intended to contribute to redressing the noticeable absence of substantial numbers of African American, Hispanics, and women in the fields of Marketing and Advertising. The region, notably Long Island, is better served if there is a larger quantity of these underrepresented groups with the specialized training and education denoted by a B.S. Degree in Marketing available to meet the employment needs of the Business community.

Student Demand. As mentioned, there is about 300 students pursuing the concentration in Marketing within Business and Management now. The objective is to provide better educational opportunities to these Marketing majors. It is expected that the number of majors will stabilize around 300 and range from 275-325 over the next five years.

ARTICULATION PROGRAMS

The State University of New York/College at Old Westbury has articulation and joint admissions programs with SUNY/College of Technology at Farmingdale, Nassau Community College, and Suffolk Community College. In addition, Old Westbury has implemented the SUNY policy of guaranteed admission to graduates with an Associate Arts or Associate in Science from SUNY and CUNY institutions. The table on Student Profile shows that Old Westbury has a high percentage of students who transfer from these colleges. (See Appendix A).

PROGRAM QUALITY

At SUNY/College at Old Westbury the Curriculum and Academic Planning Committee has responsibility for reviews of all academic programs. Recent efforts on the campus to strengthen faculty governance by the creation of a Senate model and greater accountability of the standing committees will result in systematic and thorough review of the quality of courses and programs. In addition, the Associate Vice President for Academic Affairs has responsibility for ensuring that reviews such as Stated Education and Middle States, as well as SUNY Policies will receive prompt and comprehensive response. Beyond this, the College has developed a

comprehensive assessment plan as part of the SUNY-wide initiative. The assessment plan mandates an ongoing review of all academic programs. (See Appendix B.)

As designed, the assessment process will lead to stronger institutional effectiveness in areas such as teaching, curriculum development, student learning, and student development. (See appendix B.)

ADMISSIONS AND DIVERSITY IN THE PROGRAM

Consistent with the College's mission:

To assure the broadest possible access to higher education to all constituents of our society, including persons from a variety of cultural, racial, and ethnic backgrounds, and those who are economically or otherwise disadvantaged.

The Admissions office has placed a high priority on recruiting students from a variety of backgrounds, especially those from traditionally underrepresented groups. The Student Profile By Enrollment Status Fall 1991 reflects the diversity of the student body not only across the campus, but also in departments such as Business and Management, Computer Science, and Mathematics. (See Appendix C.)

The College intends to pursue the same policies regarding diversity in attracting students to this program.

Testing, Placement, Advisement

All students admitted to college for the first time are tested to determine their proficiency in English and in mathematics. Depending on the performance of these tests, they are placed into developmental courses or credit courses appropriate to the levels. In addition, the College provides supplementary support services through learning centers, academic tutors, and students who are experiencing difficulty are referred by the Office of Academic Affairs. Beyond the college-wide services, departments will be given resources to provide supplementary instruction to assist students enrolled in that department's offering to successfully complete the courses.

Advising. Each major is assigned to an adviser in his/her academic department. Undeclared majors receive advising through the Center for Academic Advising and Testing. Advisement at this level is provided by trained professionals and faculty from the academic program.

COURSE OF STUDY

The curriculum of the proposed degree in Marketing will be structured in three tiers. TIER I will include the foundation courses which provide the basic skills required to successfully complete TIER II. The core Marketing and Business courses are contained in Tier II.

The required specialization courses in TIER III are intended to equip Marketing majors with specific skills to qualify them for entry level positions in a variety of industries.

REQUIREMENTS FOR THE B.S. DEGREE IN MARKETING 128 Credits

General Education	44 Credits
Liberal Arts Electives	20 Credits

THE GENERAL EDUCATION (G.E.) PROGRAM

The General Education Program consists of 44 credits. It comprises seven clusters, each organized around an intellectual perspective.

Cluster 1. Writing/Reasoning Skills, is required. Students may choose four of the six remaining clusters to fulfill the G.E. requirements. In each cluster, they must take two courses. Only two courses from a student's major may count toward G.E. credit.

Each semester a General Education section in the class schedule lists available G.E. courses.

The Cluster Requirements

1. **Writing and Reasoning Skills**
 A three-course writing requirement with two courses of lower-division work in English Composition and one course in the upper division called "Writing in the Disciplines" taken in the major.
2. **Creativity and the Arts**
 Two courses from the areas of music, art, dance, theater, literature, and film.
3. **Modes of Enlightenment: Ideas and Ideology**
 Two courses: One from Part I: the history of Ideas, Philosophy, and social

theory;
One from Part II: ideology and ideological institutions such as racism, sexism and issues of social class.

4. **International, Cross-Cultural Perspectives**
Two courses from the areas of international studies, non-Western cultures, and comparative or cross-cultural analyses.
5. **U.S. Society, History and Culture**
Two courses dealing with United States society, history or culture.
6. **The Science Cluster**
Two courses drawn from the physical or life sciences. Students will be given a choice between the following two options:

Option A: A course in physical science and a course in life science.
Option B: A one-year sequence in either physical or life sciences.
7. **Foreign Languages**

Two courses in a language other than English. Lower-division language courses must constitute a sequence (Basic Spanish I & II or Basic French I & II).

CURRICULUM

TIER I	Foundation Courses	20 Credits
MA2300	Calculus for Business and Economics	
BU3420	Principles of Microeconomic	
BU3430	Principles of Macroeconomics	
BU4201	Principles of Statistics	
CS3500	Introduction to Computing	
TIER II	Core Business and Marketing Courses	28 Credits
BU3100	Fundamentals of Management	
BU3502	Principles of Accounting I	
BU3511	Principles of Accounting II	
BU3800	Principles of Marketing	
BU4762	Financial Management	
BU5840	Marketing Management Strategies	
BU5800	Marketing Research Methods	
TIER III		16 Credits
BU4801	Advertising and Promotion	

BU4810	Sales Management
BU4840	Direct Marketing
BU5820	International Marketing
BU5851	Consumer Behavior
BU5860	Industrial Marketing
BU5865	Service Marketing
BU5891	Marketing and Public Policy Seminar

The required courses are offered every semester as these also meet the requirements for majors in other academic programs.

Catalog descriptions are included in Appendix D.

Candidates for the B.S. Degree are required to complete 128 credits and maintain a 2.5 GPA overall.

FACULTY

The program will be offered by faculty currently teaching at the College. The chart below summarizes the courses that these faculty are teaching. Copies of faculty resumes are included in Appendix E.

Ivan Able:	International Marketing Marketing Management/Marketing Management Strategies Industrial Marketing
Annette Forti:	Marketing: Principles and Concept Advertising and Promotion Marketing Research/Marketing Research Methods Consumer Behavior Marketing and Public Policy Seminar
Lee Hirsch:	Marketing: Principles and Concept Marketing Research/Marketing Research Methods Marketing Management/Marketing Management Strategies Marketing and Public Policy Seminar
Barbara Olsen:	Marketing: Principles and Concept Advertising and Promotion Consumer Behavior Service Marketing Internship in Business and Management

Program Director

Dr. Annette Forti will serve as the program director.

MARKETING FACULTY AND COURSES

Full-Time Faculty and Rank

Dr. Lee Hirsch - Full Professor

Dr. Annette Forti - Associate Professor and Coordinator of
Marketing Department

Dr. Barbara Olsen - Assistant Professor

Ivan Abel - Instructor

Dr. Lynn Walsh - Assistant Professor

Course Name and Number

Academic Year
F-T Faculty or Adjunct

BU3800 Marketing: Prin & Conc (Required:
Tier II)

Hirsch, Forti, Olsen,
Walsh, or Adjunct

BU4801 Advertising & Promotion (Elec: Tier III)

Olsen, Forti, or Adjunct

BU4810 Sales: Prin & Mgt (Elective: Tier III)

Adjunct

BU4840 Direct Marketing (Elective: Tier III)

Adjunct

BU5800 Marketing Research newly labeled:
Marketing Research Methods (Req: Tier II)

Forti, Hirsch, or Adjunct

BU5820 International Marketing (Elec: Tier III)

Abel

BU5840 Marketing Management: New label -
Mkt Mgt Strategies (Required: Tier II)

Abel, Hirsch

BU5851 Consumer Behavior (Elective: Tier III)

Olsen, Forti

BU5860 Industrial Marketing (Elective: Tier III)

Abel, or Adjunct

BU5865 Services Marketing: New label -
Service Marketing (Elective: Tier III)

Olsen, or Adjunct

BU5892 Mkt & Public Policy Seminar (Elective) -
Course Description same as BU5891 -
Current Catalog

Forti, Hirsch

BU5896 Internship in Business & Management:
(Elective) New Course
(Description Attached)

Olsen

LIBRARY

Approx. # of
Cataloged
Book titles

Marketing and Management Information Systems

Marketing [HF5415-5416]	500
Management Information Systems [T58.6]	70

PLEASE NOTE THAT THIS IS A SHORTER VERSION OF THE PROPOSAL. THE
LONGER VERSION IS ON FILE IN THE FACULTY SECRETARY'S OFFICE.