

BACKGROUND AND REQUEST

KENT STATE UNIVERSITY

Bachelor of Business Administration in Managerial Marketing

EXECUTIVE SUMMARY/REQUEST

This program clearly meets Regents' standards for baccalaureate degrees. No concerns were identified in the review.

Request: Kent State University requests approval for a Bachelor of Business Administration in Managerial Marketing. The proposed program builds from the existing marketing degree program and emphasizes marketing within small-sized businesses. The program will be administered by the Department of Marketing within the college of Business.

Program Purpose/Mission: The Bachelor of Business Administration in Managerial Marketing is designed to provide students with the academic background and applied analytical experience to be successful in a small business environment (and equally applicable to larger corporate settings). The curriculum is designed to be sequential and integrated; each course builds upon prior courses to give students a holistic body of knowledge, skills and abilities. The program is structured to enroll students for full-time study during the fall term of each year. A traditional marketing major that is more generally focused is also available to students for enrollment at any point in an academic year.

Enrollments: Kent State University anticipates an initial enrollment of 60 new students each year into the major. Marketing is a high demand major at KSU and nearly every university. The proposed *managerial marketing* major is distinct in coursework and structure from those offered in the region; the marketing major (already in existence) is more similar in structure to those offered at area universities.

Curriculum: The major includes the College of Business Administration's core business requirements and the University's Liberal Education (LER) requirements and Diversity requirement. Students can apply for admissions to the program after 46 semester hours of coursework. The curricula for the Managerial Marketing and a revised Marketing major were developed by the faculty at KSU with extensive involvement from the business community. The proposed major contains courses that are central to the field of knowledge. Courses within the existing marketing major have been significantly revised and incorporated into this new degree option. A new course has been added to prepare students in the application of key marketing concepts. Students complete a capstone course in the senior year. Kent State University's College of Business is currently AACSB accredited.

Resource/Faculty Needs: Kent State University has faculty resources sufficient to support the program. The Department of Marketing currently serves 250-350 majors over a 5 year period of time for the traditional marketing program. Faculty resources were evaluated as a result of the development of the proposed managerial marketing major and the restructuring of the traditional marketing program. If demand exceeds 300 majors, the department will assess the need for additional faculty. Existing classroom and library resources are sufficient for the program.