

**From:** [Charnigo, Richard J.](#)  
**To:** [Cramer, Aaron M.](#); [Brothers, Sheila C.](#); [Ett-Mims, Joanie](#); [Woolery, Stephanie L.](#); [Collett, DeShana](#); [Vincent, Leslie H.](#)  
**Subject:** MS Marketing (from SAPC to Senate Council)  
**Date:** Thursday, November 12, 2020 8:53:46 PM

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To All Concerned:

I am serving as acting chair of SAPC for the MS Marketing proposal because the regular chair Leslie Vincent is the originator of the proposal. This proposal now comes to Senate Council with a positive vote (none opposed) from SAPC. Please see below.

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This is a recommendation that the University Senate approve, for submission to the Board of Trustees, the proposed new MS in Marketing from the Department of Marketing and Supply Chain in the College of Business and Economics. College faculty (81-0) and SAPC (7-0) voted in favor of the proposal without opposition.

Rationale (edited from proposer's description): The proposed new MS in Marketing is a one-year graduate program designed to provide students with in-depth coursework in key marketing topics. Core content will focus on strategic marketing, marketing research, new product development, personal selling and sales management, consumer insights, marketing analytics and digital visualization, corporate social responsibility, marketing communications, digital marketing, and branding. Students will take 10 core classes (3 credit hours each), all at the 600 level; there are no tracks or electives. This is a plan B (non-thesis) program for which the final exam requirement will be fulfilled by oral defense of a course project. The program will provide specialized knowledge in marketing that is in demand by industry. The number of jobs requiring graduate level marketing expertise is expected to grow over the next decade and include careers such as marketing specialists and sales managers across a variety of manufacturing and sales industries. Projected enrollment is 15 for the first cohort, eventually increasing to 45. Tuition revenue is anticipated to more than cover expenses incurred by operating the program.