

APPENDIX N

Request for Authorization to Establish a Bachelor of Science Degree in Marketing at The University of North Carolina at Greensboro

Introduction

The University of North Carolina at Greensboro notified General Administration of its intent to plan a Bachelor of Science Degree in Marketing (52.0201) on February 2, 2005. The university now requests approval to establish the program in August 2006.

Program Description

The proposed degree in Marketing is a 122 semester hour program that builds on the existing concentration in marketing in the Business Administration major that has been in existence at UNCG since 1985. The program will be housed in the Department of Business Administration in the Bryan School of Business and Economics. Enrollment in the marketing track has increased significantly over the last ten years; and in the Spring Semester 2005, there were over 300 students (FTE) enrolled in the marketing concentration.

Students pursuing the proposed B. S. in Marketing will complete 33 semester hours in pre-admission courses, 21 semester hours in marketing courses, and 24 foundation courses (known as the Common Body of Knowledge). The remaining hours include general education core requirements and electives. In addition, students must complete a foreign language requirement. Graduates of the program will be able to identify and explain marketing concepts and strategy, understand the role of marketing in the context of an organization, develop specific marketing recommendations to address marketing problems, and develop marketing plans.

Program Need

The proposed conversion of the marketing concentration to a degree major addresses the strategic plan for growth for UNCG and the Bryan School of Business and Economics. Additionally, data from the Bureau of Labor Statistics, employee feedback, and input from the Bryan School Advisory Board indicate that marketing will continue to be a growth area. Based on the current enrollment in the marketing track in the Business Administration major, if the current enrollment trend continues, the proposed degree program will be one of the largest degree programs at UNCG. Dialog with the business community will continue to ensure that the proposed marketing degree stays responsive.

Resources

The current resources for offering the marketing concentration in marketing program will be used and focused for offering the proposed major in Marketing. The same faculty, library acquisitions, personnel, and equipment will be used to offer the proposed Marketing degree.

Recommendation

It is recommended that the Board of Governors approve The University of North Carolina at Greensboro's request to establish the Bachelor of Science in Marketing, effective August 2006.