

3509

Rowan University Senate

PROCESS C New Programs-Major Program Revisions-Title Changes

06-07- 107

Library Resource Form Required

Submission Deadlines: Fall - October 10, 2006 Spring - February 13, 2007

TITLE **Specialization in Marketing for the MBA**

Sponsor(s) Berrin Guner e-mail: guner@rowan.edu
Richard Parker e-mail: parker@rowan.edu
e-mail:

DEPARTMENT Marketing
College Rohrer College of Business

If LAS -check: History/Humanities Social/Behavioral Sciences
 Math/Science

 UNDERGRADUATE xx GRADUATE

DESCRIBE

 New Degree Program ✓ New concentration, specialization, track
 New Major New Minor
 New Certificate of Graduate Study Program (COGS & COGA)
 Major changes of degree requirements/major/minor or certificate program
 Changes to College name, School, Department, or Degree
 Quasi curricular change

Signatures Required: representing approval before submission to Office of the Senate

Department Chair Bertha Hunte-Guy Date: 10/16/06
Department CURRICULUM Chair [Signature] Date: 10/16/06
Academic DEAN [Signature] Date: 10/16/06
Edward Schenck

COLLEGE CURRICULUM COMMITTEE: CLOSED Hearing Date: 11/2/06
Approved
Not Approved
Signature College Curriculum Chair [Signature]

UNIVERSITY CURRICULUM COMMITTEE
Open Hearing 11/17/06 Approved: ✓ Not Approved:
Signature SENATE CURRICULUM CHAIR [Signature] Date: 11/21/06
Devin Damm

Comments

Signature Executive Vice President/Provost: [Signature] Date: 12/14/06
Allen H. Hirschman
Approved:
Not Approved:

Signature REGISTRAR [Signature] Date: 1/18/07
Course Description Received & Approved Muriel Ericson
Hegis Taxonomy & Course 1-25-07 53

Notification Forward
 SCC CHAIR
 IR
 CAP
 Registrar
 Academic Dean
 Department Chair
 VP/Student Affairs
 Other-

Abstract

Specialization in Marketing
For the Masters in Business Administration (MBA)
Berrin Guner, PhD, Marketing Department
Richard Parker, PhD, Marketing Department

Need for the Program:

The Rowan University MBA Program has recently been modified, from a strictly general MBA, to an MBA with specializations. Specializations in several areas (e.g. Management, Accounting, Finance) have already been established, or are in development. Early in this process, when Rowan MBA students were surveyed regarding possible specializations, Marketing was an area of specialization suggested by a large proportion of respondents. The objective of this proposal is, therefore, to establish an additional specialization in Marketing. This will be based on graduate marketing elective courses that already exist, or are under development. Previously, MBA students were able to use marketing elective courses toward their MBA. The current proposal provides students the additional benefit of being able to “package” their electives as a specialization, thereby giving their academic focus more formal recognition, and giving them possible career advantage. The proposal is consistent with the strategic direction of both Rowan University and the Rohrer College of Business, in that it would make the MBA Program more attractive to potential applicants, and lead to increased enrollments.

Relationship to Department and College:

As indicated above, this proposed specialization is consistent with the strategic direction of the Rohrer College of Business. The Marketing Department supports the specialization, has previously offered graduate elective courses in the MBA Program, and currently has a sufficient number of academically qualified faculty to cover any graduate elective courses that would be needed.

Summary of the Curriculum:

Any MBA student wishing to earn the Marketing Specialization would be required to select graduate Marketing courses as the three elective courses already required by the program.

Implementation Time Frame:

The specialization will be offered beginning in Fall 2007.

Resources Required:

No new resources will be required.

Details

a. Title: Specialization in Marketing for the Masters in Business Administration (MBA)

b. Sponsors: Berrin Guner, PhD, Department of Marketing
Richard Parker, PhD, Department of Marketing

c. Scope or Size of the Program:

The specialization will impact only MBA students who elect to pursue it. It is expected that between 10 and 15 students (primarily part-time) per year will pursue the specialization, but because it will involve only a realignment of elective credits, there will be relatively little impact on their overall MBA studies.

d. Relation to the curriculum:

The proposed specialization will only affect the Marketing Department and the MBA students who choose to pursue the specialization.

Marketing has always been an integral part of the MBA Program, and the Marketing Management course is currently required. The current proposal offers students the benefit of being able to structure their existing elective options in a coherent manner that may give them career advantages.

The Marketing Department will offer all elective courses required for the specialization. Sufficient graduate course options to complete the program are already in place, currently being proposed, or under development.

Any MBA student who would like to earn a Specialization in Marketing would be required to take three elective graduate marketing courses (in addition to the required MBA Marketing Management course, and all other MBA core courses), from the following list:

MKT 09.501 Consumer Analysis
MKT 09.600 International Marketing
MKT 09.5xx Marketing Research
MGT 02.600 Special Topics in Business Administration (Marketing Topics)

e. Prerequisites or Eligibility:

All students enrolled in the MBA Program will be eligible to receive a Marketing Specialization. Students taking graduate marketing courses will be required to meet the individual course prerequisites.

f. Suggested Time Frame and Scale of Implementation:

The Specialization will be offered beginning in Fall 2007. Marketing electives will initially be offered on a schedule of approximately one per

year, as in the past, which will initially facilitate enrollment in the Specialization primarily by part-time students. As sufficient demand develops, additional electives will be offered.

g. Resource Requirements:

Adequate faculty, classroom, equipment and library resources are already available to offer the Specialization.

h: Recommended Library Resources:

No new library resources will be required since the Specialization will draw primarily on marketing electives that are already being offered.

Rationale

The Marketing Specialization will provide the following benefits to the MBA Program:

- a. Enrich the Program by making it more attractive to MBA applicants interested in a specialized MBA program, specifically with a specialization in marketing, as opposed to a general MBA.
- b. Increase enrollment in the MBA Program.

Marketing faculty will benefit from added research opportunities related to teaching more graduate courses involving research projects. Such research opportunities should result in increased publication output (refereed journal articles) and subsequent enhanced recognition for the Rohrer College of Business and the MBA Program.

The Marketing Specialization may also provide benefits to the College as a whole, and the undergraduate marketing specialization, by extending faculty contacts with practical marketing managers who could become a resource for all Rohrer programs (e.g. as speakers, mentors, internship opportunities).

Essence of the Specialization

a. The major goals of the Marketing Specialization for the MBA are:

- to provide the marketing education necessary to help professionals advance in their careers, and
- to provide a package of courses specifically designed to prepare students for advancement in the field of marketing

b. Specific objectives of the Marketing Specialization are to provide MBA graduates with the education necessary:

- to develop specialized knowledge of marketing practice at the graduate level
- to be able to identify and implement best practices in marketing when making management decisions

c. Structure of Organization:

Students pursuing the Marketing Specialization would be required to complete the same sequence of required MBA courses that are required of all MBA students, namely:

0501.518 Integrative Managerial Skills
0503.500 Managerial Accounting
0504.500 Managerial Finance
0506.500 Organization Behavior and Theory
0507.500 Managerial Decision Making Skills
0506.502 International Business and Society
0509.500 Marketing Management
0702.500 Issues in Management Information Systems
0501.521 Integrative MBA Seminar

In addition, students would take three marketing electives, amounting to 9 s.h.

Administration

The MBA Program Director (in consultation with the Chair of the Marketing Department) would be primarily responsible for scheduling courses and faculty. Negligible incremental administration would be required for this specialization, as elective courses in Marketing are already offered in the MBA Program.

Results of Consultation

The Marketing Department Curriculum committee voted unanimously to propose and offer the Specialization in Marketing for the MBA Program.

No other departments or programs have similar course content.

See attached letter from the MBA Program Director.

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

Note: Sponsor(s) complete parts A & B
If assistance is required to complete, please notify the librarian liaison.
Forward this form to the librarian who will complete parts C, D & E

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A College: Rohrer College of Business

Department: Marketing

Proposed by: Guner and Parker

Date: 10/16/06

TITLE: Specialization in Marketing for the MBA

Anticipated Date for Course/Program Offering:

B *List specific resources that should be acquired to support this course.*

[Empty box for listing specific resources]

C *Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.*

[Empty box for describing library resources]

D *List key periodicals available in the library to support this course/program.*

[Empty box for listing key periodicals]

E *Librarian comments & recommendations:*

Just a reconfiguration of existing courses. No review of collection materials required.

LIBRARIAN LIAISON Connie Rosenberger

Signature: [Handwritten Signature]



October 18, 2006

Berrin Guner, Ph.D.
Department of Marketing
Rowan University

Dear Dr. Guner:

Thank you for the opportunity to review the proposal for a specialization in Marketing within the existing Master of Business Administration program.

As you indicate in the proposal, there are three other specializations (Accounting, Finance, and Management) that are currently available to students in the MBA program. A specialization in marketing would seem to make sense as another alternative for students in the program. Additionally, as you note, many students have expressed interest in such a specialization.

It is my understanding that students in the proposed specialization will continue to follow the curriculum model of the MBA program. Most of the courses for the specialization in marketing already exist. However, at least two new courses have been or will be developed. Although there may need to be some additional faculty resources needed to staff these classes, the impact would appear to be minimal and should be balanced by increased enrollment in the MBA program.

For all of these reasons, I support the proposal for a specialization in Marketing within the existing Master of Business Administration program. I look forward to continuing to work with the College of Business to implement the program.

Sincerely,

S. Jay Kuder, Ed.D.
Associate Provost for Research and
Dean of The Graduate School

cc. Dean Ted Schoen

Office of Associate Provost for Research
and Dean of The Graduate School

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