

Cover/Signature Page – New Programs Follow-up Report Template

Institution Submitting Request: Utah Valley University
Program Title: Bachelor of Science and Bachelor of Arts degree in Marketing
School or Division or Location: Woodbury School of Business
Department(s) or Area(s) Location: Marketing Department
Recommended Classification of Instructional Programs (CIP) Code¹: 52.1401
Board of Regents' Approval Date: 03/25/2011

Proposal Type (check all that apply):

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.6.1	<input checked="" type="checkbox"/>	Three-Year Follow-Up Report of Recently Approved Programs
5.6.2	<input type="checkbox"/>	Two-Year Follow-Up Report of Fast Tracked Certificate

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: 8/26/2014

Printed Name: Jeffery Olson

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Report – Third-Year Report Template
Utah Valley University
 Bachelor of Science and Bachelor of Arts Degree in Marketing
 04/01/2014

Program Description

The BA and BS degrees in Marketing were approved by the Board of Regents on March 25, 2011. Previously, the program was an existing emphasis in the Department of Management. The degrees were provided as separate degrees from Business Management in response to industry demand for specific degrees in Marketing. The purpose of this change is to bring the Marketing degrees into alignment with the other degrees in the Woodbury School of Business that have changed from emphases to bachelor's degrees such as Accounting, Economics, and Finance. The study of marketing provides students with a variety of intellectual tools that prepare them for a significant number of careers in business, government, and non-profit organizations. Undergraduate marketing education has proven to be useful for preparation for careers in the private and public sectors, as well as an excellent background for further graduate work in marketing, business, and law. Students in the major are highly encouraged to participate in an internship program before graduation.

Enrollment and Revenue Data

		Prior to Program Implementation		Year 1 (2011-12)		Year 2 (2012-13)		Year 3 (2013-14)	
		Est.	Actual	Est.	Actual	Est.	Actual		
Departmental/Unit Enrollment and Staffing Data									
Total Department Student FTE (Based on Fall Third Week Data)	0 (part of Management Department)	n/a	121	n/a	264	n/a	291		
Total Department Faculty FTE (A-1/S-11/Cost Study Definition)	n/a	n/a	15.3	n/a	16.0	n/a	15.3		
Student FTE per Faculty FTE (from Faculty FTE and Student FTE above)	n/a	n/a	7.91	n/a	16.5	n/a	19.02		
Program Level Data									
Total Number of Declared Majors in Program	X	200	154	208	306	216	344		
Total Number of Program Graduates	X	n/a	11	n/a	37	n/a	n/a		

Departmental Revenue		Est.	Actual	Est.	Actual	Est.	Actual
Total Revenue to Department (Total of Funding Categories from R401 Budget Projection Table)	\$1,380,893	n/a	\$1,417,274	n/a	\$1,680,145	n/a	n/a
Departmental Instructional Cost per Student Credit Hour (per Institutional Cost Study Definition)	119.80	X	119.50	X	137.30	X	n/a

Institutional Analysis of Program to Date

The Marketing Department has made indisputable progress toward its growth goals as stated in the original R401. The department is especially sensitive to the needs of our state employers and the career opportunities that our students require. To that end, in the fall of 2013, the department launched a track of classes for students who were interested in digital marketing. This is a four-class track that includes an internship and is open to any student on campus. To date, it has attracted students from Digital Media and Communications, as well as Marketing majors.

In the fall of 2014, the department will launch the Professional Sales Program track of classes. This track also consists of four classes and an internship. These classes are also open to any student at UVU. This program has greatly benefited from the two million dollar gift from the Vivint Corporation and Todd Pedersen in support of the Professional Sales Program. A portion of this gift is dedicated to the Sales and Marketing Applied Research Test (S|MART) lab that will provide consulting and project-based engagement opportunities for marketing students.

These two tracks are in addition to the traditional Marketing Management major and minor that was proposed in the original R401. These provide students the broadest base of marketing education and the most schedule flexibility for completing a degree.

In April 2013, UVU sent 10 Marketing students to compete in the American Marketing Association international student conference. They competed in 4 of the 10 events and brought home three 1st Place Awards. To date, the department has raised approximately \$2.2 million dollars from internal and external sources.

Since 2011, we have added several faculty positions in support of the programs above and the department's portion of the Masters of Business Administration degree. The graduate faculty is being stretched and at least two additional faculty positions will be requested in the future.

The department looks forward to increasing the number of majors and minors as well as servicing students in other majors across campus. In the near future we will expand the S|MART lab to include eye tracking,

EEG, and concept testing. At the same time, we will be developing a Professional Development Center for student improvement in oral and written communication skills.

Employment Information

At this time, representative data suggests the following:

Term Graduated	Graduate School	Employed in Field	Employed Other	Unknown
Spring 2012 (11)	1	9	1	0
Spring 2013 (37)	2	33	0	2