

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

**Institution Submitting Request:** Utah Valley University  
**Program Title:** Minor 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) Code<sup>1</sup>:** 52.1404  
**Board of Regents' Approval Date:** 03/25/2011

**Proposal Type (check all that apply):**

Regents' General Consent Calendar Items	
R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar	
SECTION NO.	ITEM
5.6.1	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

<sup>1</sup> 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**  
**Minor in Marketing**  
**04/01/2014**

**Program Description**

The Minor in Marketing was approved by the Board of Regents on March 25, 2011. The minor was to provide students in other departments in the Woodbury School of Business and UVU courses in marketing that could formally apply to (and be designated as such on) a degree program. Most of the students who are minoring in marketing are students majoring in Communications (Public Relations), Digital Marketing, and Business Management—International Business. 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 minor are highly encouraged to participate in an internship program in their major that involves marketing before graduation.

**Enrollment and Revenue Data**

Please note that this is not data specific to the minor but is data from all of the Marketing degrees. The UVU Budget Office is unable to break out the data below to specific minors/emphases within a program.

		Prior to Program Implementation		Year 1 (2011-12)		Year 2 (2012-13)		Year 3 (2013-14)	
		Est.	Actual	Est.	Actual	Est.	Actual		
<b>Departmental/Unit Enrollment and Staffing Data</b>									
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		
<b>Program Level Data</b>									
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		
<b>Departmental Revenue</b>		<b>Est.</b>	<b>Actual</b>	<b>Est.</b>	<b>Actual</b>	<b>Est.</b>	<b>Actual</b>		

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 progress toward its service goals as stated in the original R401. Now, students minoring in marketing can take one of three tracks offered. The first is the traditional Marketing Management minor. This path provides students the broadest base of marketing education and the most schedule flexibility for completing a degree. Secondly, the department offers a track of classes for students who are interested in digital marketing. The third path is for students wishing to take classes in the Professional Sales Program track. Additionally, minors are encouraged to join the UVU chapter of the American Marketing Association and compete in the AMA international student conference. The department looks forward to increasing the number of minors as well as servicing students in other majors across campus.

**Employment Information**

*Provide employment information on graduates of the program. (Remove these descriptive italics after completing this section of the template.)*

Term Graduated	Graduate School	Employed in Field	Employed Other	Unknown