

Program Information Report

Business & Entrepreneurship

Marketing (APMKTD)

Associate in Applied Science Degree

Program Effective Term: Fall 2024

High Demand Occupation High Skill Occupation High Wage Occupation

The Associate in Marketing degree offers a practical and theoretical background in daily marketing operations, spanning the major fields of practice in marketing. Students will gain knowledge and skills necessary to enter or advance in marketing with a focus on marketing management, digital marketing, and marketing communications.

First Semester		(15 credits)
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
BMG 250	Principles of Marketing	3
Elective	Writing Elective(s)	3
Elective	Math Elective(s)	3
Second Semester		(15 credits)
BMG 111	Business Law I	3
BMG 155	Business on the Internet	3
BMG 206	Retail Principles and Practices	3
Elective	Speech/Comp. Elective(s)	3
Elective	Nat. Sci. Elective(s)	3
Third Semester		(15 credits)
BMG 140	Introduction to Business	3
BMG 160	Principles of Sales	3
BMG 212	Consumer Buying Behavior	3
Elective	Soc. Sci. Elective(s)	3
Elective	Arts/Human. Elective(s)	3
Fourth Semester		(15 credits)
BMG 181	Introduction to Supply Chain Management	3
BMG 207	Business Communication	3
Elective	Open elective(s) to reach a minimum of 60 total credits.	9
Minimum Credits Required for the Program:		60

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Marketing</u></p> <p><u>Business/Computer Technologies - Business</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> AAS <input type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Catalog Year 2024</u></p> <p><u>Donna Rochester</u></p>	<p>Program Code:</p> <p><u>APMKTD</u></p> <p>CIP Code:</p> <p><u>52.1401</u></p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>This program will provide students with an AAS Marketing degree that will prepare the student with appropriate skills and knowledge for employment in marketing.</p> <p>This is the third credential completion for the marketing program (Digital Business Marketing & Sales Certificate and Marketing Essentials Certificate) that will be met in this AAS Marketing degree.</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>This AAS Marketing degree is a completion credential for employment in business.</p> <p>The U.S. Bureau of Labor Statistics cites "Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations.</p> <p>About 34,000 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.</p> <p>Current median pay is \$138,730 per year and \$66.70 per hour.</p>	

Program Outcomes/Assessment	Outcomes	Assessment method
<p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<ol style="list-style-type: none"> 1. Identify a company's marketing strategy. 2. Define and apply tactics that leverage current and emerging technologies in marketing and operations. 3. Identify sociological factors that influence consumer buying behavior. 	<ol style="list-style-type: none"> 1. BMG 250 Departmental Exam 2. BMG 155 Departmental Exam 3. BMG 212 Departmental Exam

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>Total: 60 credit hours</p> <p>See attached Document for Semester program layout</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p> <p>Current courses and current faculty</p>		<p>START-UP COSTS</p>	<p>ONGOING COSTS</p>
	<p>Faculty</p>	<p>\$.</p>	
	<p>Training/Travel</p>	<p>.</p>	<p>.</p>
	<p>Materials/Resources</p>	<p>.</p>	<p>.</p>
	<p>Facilities/Equipment</p>	<p>.</p>	<p>.</p>
	<p>Other</p>	<p>.</p>	<p>.</p>
	<p>TOTALS:</p>	<p>\$. 0</p>	<p>\$. 0</p>
<p>Program Description for Catalog and Web site</p>	<p>The Associate in Marketing Degree offers a practical and theoretical background in daily marketing operations, spanning the major fields of practice in marketing. Students will gain knowledge and skills necessary to enter or advance in marketing with a focus on marketing management, digital marketing, and marketing communications.</p>		
<p>Program Information</p>	<p>Accreditation/Licensure – N/A</p> <p>Advisors – Christie Pagel, Devin Streur, Rhonda Gilmore, Donna Rochester</p> <p>Advisory Committee - Yes</p> <p>Articulation agreements – Proposed: Walsh College, Northwood University</p>		

	Continuing eligibility requirements – N/A
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Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Identify a company's marketing strategy.	Outcome-related departmental exam questions	2028	BMG 250	All students enrolled in BMG 250 From W2027 through W2028
Define and apply tactics that leverage current and emerging technologies in marketing and operations.	Outcome-related departmental exam questions	2028	BMG 155	All students enrolled in BMG 155 From W2027 through W2028
Identify sociological factors that influence consumer buying behavior.	Outcome-related departmental exam questions	2028	BMG 212	All students enrolled in BMG 212 From W2027 through W2028

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

Answer key

2. Indicate the standard of success to be used for this assessment.

75 percent scoring 70 percent or better

3. Indicate who will score and analyze the data.

Lead Program Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	<i>Doug Waters</i>	11/9/23
Dean	Eva Samulski	<i>Eva Samulski</i>	11/9/23
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Curriculum Committee Chair	Randy Van Wagnen	<i>RVanWagnen</i>	2-12-24
Assessment Committee Chair	Jessica Hale	<i>JHale</i>	2-13-24
Interim Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Dr. Brandon Tucker	<i>BT</i>	2/15/24
President	Dr. Rose Bellanca	<i>Rose Bellanca</i>	2/18/24
Board Approval			2/27/24

Reviewed by C&A committees on 2/8/24

Full-time Semester Map Layout

Fall

BMG 250 – Principles of Marketing	3 credits
Math Elective(s)	3 credits
Writing Elective(s)	3 credits
BMG 230 – Principles of Management	3 credits
BMG 205 – Customer Experience	<u>3 credits</u>
	15

Winter

BMG 155 – Business on the Internet	3 credits
Nat. Sci. Elective(s)	3 credits
Speech/Comp. Elective(s)	3 credits
BMG 111 Business Law	3 credits
BMG 206 - Principles of Retailing	<u>3 credits</u>
	15

Fall

BMG 160 – Professional Sales	3 credits
Arts/Human. Elective	3 credits
Soc. Sci. Elective	3 credits
BMG 140 - Introduction to Business	3 credits
BMG 212 - Consumer Buying Behavior	<u>3 credits</u>
	15 credits

Winter

BMG 207 - Business Communications	3 credits
BMG 181 – Introduction to Supply Chain	3 credits
Open Elective(s) to reach a minimum of 60 credits.	9 credits
	15 credits

Total Credits **60**

Marketing Part-time AAS Semester Sequence

1st Semester (6 credits)

- BMG 250 – Principles of Marketing 3 credits
- Math Elective(s) 3 credits

2nd Semester (9 credits)

- Writing Elective(s) 3 credits
- BMG 230 – Principles of Management 3 credits
- BMG 205 – Customer Experience 3 credits

3rd Semester (6 credits)

- BMG 155 – Business on the Internet 3 credits
- Nat.Sci. Elective(s) 3 credits

4th Semester (9 credits)

- Speech/Comp. Elective(s) 3 credits
- BMG 111 Business Law 3 credits
- BMG 206 - Principles of Retailing 3 credits

5th Semester (9 credits)

- BMG 160 – Professional Sales 3 credits
- Arts/Human. Elective 3 credits
- Soc. Sci. Elective 3 credits

6th Semester (6 credits)

- BMG 140 - Introduction to Business 3 credits
- BMG 212 - Consumer Buying Behavior 3 credits

7th Semester (6 credits)

- BMG 207 - Business Communications 3 credits
- BMG 181 – Introduction to Supply Chain 3 credits

8th Semester (9 credits)

- Open Electives 9 credits