

# MICHIGAN STATE UNIVERSITY

August 19, 2011

## MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education  
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request for a New Linked Bachelor of Arts Degree in Marketing and  
Master of Science Degree in Marketing Research

For Transmittal to the University Committee on Undergraduate Studies

The request referenced above is being sent to the University Committee on Undergraduate Studies in accordance with the *Bylaws for Academic Governance*, 4.4.

### Response Requested:

Please ask the committee to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the committee members.

After receiving the committee's consultative response, the Provost will make a determination to forward or not to forward the request to the University Committee on Curriculum for its approval of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

### Attachments:

1. Request to Establish a New Academic Program form dated May 5, 2011: Linked Bachelor of Arts Degree in Marketing and Master of Science Degree in Marketing Research and attachments.



**University  
Curriculum and  
Catalog**

176 Administration Bldg.  
East Lansing, MI  
48824-1046

517-355-8420  
Fax: 517-353-1935

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## ELI BROAD COLLEGE OF BUSINESS

1. Request to establish a Linked **Bachelor of Arts Degree in Marketing and Master of Science Degree in Marketing Research** in the Department of Marketing. The University Committee on Undergraduate Studies will consider this request. The University Committee on Graduate Studies will consider this request at its September 12, 2011 meeting.

Per University policy:

A candidate for a Linked Bachelor's-Master's Degree from Michigan State University may request the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

- a. Add the following statement to the Department of Marketing:

**LINKED BACHELOR'S-MASTER'S DEGREE IN MARKETING RESEARCH**  
***Bachelor of Arts Degree in Marketing***  
***Master of Science Degree in Marketing Research***

The department welcomes applications from Michigan State University Marketing undergraduate students in their junior and senior year. Admission applications must be made during the prior spring semester for an anticipated spring graduation or the prior fall semester for an anticipated fall graduation to allow admission before the final semester as a Marketing undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.5, completion of the required prerequisites for the master's program and an approved program of study for the Master of Science degree in Marketing Research at the time of admission. Admission to the Linked Bachelor's-Master's program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. Credits applied to the Linked Bachelor's-Master's program are not eligible to be applied to any other graduate degree program.

Effective Spring 2012.

<b>View a Program</b>		<b>Main Menu</b>
Joy Speas, RO	Thursday, 5/5/2011	
<b>Program Name: Marketing Research Linked</b> <b>Degree: LINK Sequence Number: 1</b>	Program Request ID: 1999	
<b>Effective Dates: Spring 2012 - Open Status: Interim Initial Action: New</b>		
<b>Requested Date: 3/16/2011 6:23:59 PM</b>		
<p><b>1. Department/School/College:</b> 08877 .... Department of Marketing</p> <p><b>2. Name of Program:</b> Marketing Research Linked</p> <p><b>3. Name of Degree:</b> LINK</p> <p><b>4. Type of Program:</b></p> <p><b>5. Effective Start Semester:</b> Spring 2012</p> <p><b>6. Target student audience for the program:</b> Marketing Undergraduates with high graduate student potential</p> <p><b>7. Enrollment:</b> <b>What is the expected enrollment per year: 5</b> <b>What is the minimum enrollment acceptable: 2</b></p> <p><b>8. Source of budget for the program:</b> To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Academic Council.  Internal reallocation  If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p><b>9. Projected Costs as compared to other programs in unit:</b> Same</p> <p><b>10. Staff requirement:</b> How many additional staff will be required: 0  Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

**11. Will additional equipment be required:**

Approximate cost: 0

Source of funding:

**12. Will additional library materials be required:**

Approximate cost: 0

Source of funding: not applicable

**13. Will additional space be required:**

Type:

Approximate amount:

**14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:**

No

**15. Detailed Description:**

**Catalog Changes for  
Proposed  
Marketing Linked BA/MS Program  
Department of Marketing**

Marketing

***Master of Science in Marketing Research***

In addition to meeting the requirements of the University and of the College of Business, students must meet the requirements specified below.

**Admission**

(Paragraph is same as MS in Marketing Research)

***Linked Bachelor's-Master's Degree in Marketing Research******Bachelor of Arts Degree in Marketing******Master of Science Degree in Marketing Research***

The department welcomes applications from Michigan State University Marketing undergraduate students in their junior and senior year.

Admission to the program requires a minimum undergraduate grade-point average of 3.5, and fulfillment of required pre-requisites for the MS degree. Admission to the Linked Bachelor's-Master's program allows nine (9) credits of coursework to be counted towards both the BA and MS programs.

**16. Are there admissions requirements for this program?:**

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Undergraduate GPA of 3.5

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved: Department of Marketing  
4/20/2011 3:26:31 PM by Roger Calantone for Roger Calatone, Chairperson

**COLLEGE LEVEL APPROVAL STATUS**

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management  
4/26/2011 1:50:46 PM by Michelle McNure for Sue F. Haka, Associate Dean

# DEPARTMENT of MARKETING

*Roger J. Calantone, Chairperson*

## UNDERGRADUATE PROGRAMS

The Department of Marketing provides undergraduate education in marketing. Instruction in this field is designed to provide an understanding of the concepts necessary for performance in managerial positions as well as entry level positions in profit, nonprofit, and government organizations.

Each program of study is structured to offer sequential study useful for broad personal and professional development. The required courses are designed to provide necessary understanding, integration, and skill development, while the specialty courses offer students concept applications to meet varied interests and career paths. In addition, emphasis is placed on broad communication skills, quantitative analysis skills, and integration of concepts covered with other fields of study.

Qualified students are encouraged to pursue special opportunities such as independent study research, overseas programs, and noncredit internship experiences with national and international organizations.

## MARKETING

The undergraduate marketing program is designed to help students to understand business activities such as identifying customer needs through market research, segmenting markets, targeting and positioning products and services, new product management, making the product or service available to customers, and communicating the benefits of the product or service to customers. The marketing program provides an opportunity for students to develop the analytical, planning, implementation, and process control skills necessary for rewarding careers in marketing and management.

## Requirements for the Bachelor of Arts Degree in Marketing

1. The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Marketing.

The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.

The University's Tier II writing requirement for the Marketing major is met by completing Marketing 460. That course is referenced in item 3. a. (1) below.

2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

	CREDITS
a. Major Field of Concentration: A minimum grade-point average of 2.00 in the courses that are listed below: . . . . .	15
(1) All of the following courses (9 credits):	
MKT 302 Consumer and Organizational Buyer Behavior . . . . .	3
MKT 319 Marketing Research . . . . .	3
MKT 460 Marketing Strategy (W) . . . . .	3
(2) Six credits from the following courses:	
MKT 313 Personal Selling and Buying Processes . . . . .	3
MKT 351 Retail Management . . . . .	3
MKT 383 Sales Management . . . . .	3
MKT 410 Product Innovation and Management . . . . .	3
MKT 415 International Marketing Management . . . . .	3
MKT 420 New Product Design and Development . . . . .	3
MKT 490 Independent Study . . . . .	1 to 3
MKT 490H Honors Independent Study . . . . .	1 to 3
MKT 491 Special Topics in Marketing . . . . .	3

Students may elect to complete *more* than 6 credits from the courses that are listed in item 3. a. (2) above *with the understand-*

ing that the grades earned in such courses will be included in the computation of the grade-point average of courses in the Major Field of Concentration.

Insert ①

## GRADUATE STUDY

The Department of Marketing offers Master of Business Administration degree programs with a concentration in Marketing. For information about this program, refer to the *Master of Business Administration* statement in the Broad College section.

In addition, the department offers a Doctor of Philosophy degree program with a major in Marketing. For information about this program, refer to the *Doctor of Philosophy* statement in the Broad College section.

The department also offers a Master of Science degree in Marketing Research and a Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation.

## MARKETING RESEARCH

### *Master of Science*

The Master of Science degree in Marketing Research prepares individuals for careers in marketing research and is designed to develop consulting, project management, and technical research skills. This degree program is available under Plan B (without thesis) and may be completed in one calendar year including course work and a summer-session internship.

In addition to meeting the requirements of the University and of the Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

### Admission

To be considered for admission to the Master of Science degree in Marketing Research, an applicant must:

1. Obtain an application packet from the Department of Marketing. Complete and submit it to the department.
2. Have a bachelor's degree from a recognized educational institution.
3. Have a grade-point average of at least 3.00 in the last two years of undergraduate work.
4. Take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Master of Science in Marketing Research program. The test must be taken within the time frame specified by GMAT.
5. Have some marketing research experience.

Admission to the program is competitive and subject to space availability. Meeting the minimum standards above does not guarantee admission. The applicant's overall record is considered including letters of recommendation, the student's statement of objectives, work experience, extra-curricular activities, and Test of English as a Foreign Language (TOEFL) scores for international students.

Prior to enrollment in the Master of Science degree in Marketing Research, the student must have:

1. Completed, with a grade of 3.00 (B) or higher, college-level courses in:
  - a. introductory calculus, covering integration and differentiation;
  - b. statistics, covering probability theory and distributions, descriptive statistics, sampling, estimation, and hypothesis testing.
2. A working knowledge of personal computers including word processing, spreadsheets, networking, and database management systems.

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3. A basic understanding of accounting, finance, marketing, and the management of people.
4. A laptop computer.

**Requirements for the Master of Science Degree in Marketing Research**

The Master of Science degree in Marketing Research is available under Plan B (non-thesis). A total of 34 credits is required for the degree. The student's program of study must be approved by the program director.

	CREDITS
1. All of the following courses:	
MKT 412 Marketing Technology and E-Commerce .....	3
MKT 460 Marketing Strategy (W) .....	3
MKT 806 Marketing Analysis .....	3
MKT 807 Customer-Driven Strategies .....	3
MKT 809 Pricing, Profitability and Marketing Metrics .....	3
MKT 819 Advanced Marketing Research .....	3
MKT 856 Consulting Practicum for Emerging Firms .....	3
MKT 861 Marketing Research Strategy and Analysis .....	6
MKT 865 Emerging Topics in Business .....	3
MKT 890 Independent Study .....	4
2. Successfully complete a final examination or evaluation.	

**GRADUATE SPECIALIZATION IN BUSINESS CONCEPTS FOR ENVIRONMENTAL SUSTAINABILITY AND CONSERVATION**

The Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation provides graduate students the opportunity to explore and understand the relationship between principles and practices of business and environmental sustainability and conservation of our natural resources. The specialization provides students with an awareness of the challenges of environmental sustainability in today's complex world as well as an understanding of appropriate business management tools needed to address these issues.

The specialization is available as an elective to students who are enrolled in master's or doctoral degree programs at Michigan State University. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the specialization may also be used to satisfy the requirements for the masters' or doctoral degree. The students program of study must be approved by the advisor for the specialization.

**Requirements for the Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation**

The student must complete 12 credits from the following:

	CREDITS
1. All of the following courses:	
FW 885 Leadership in Natural Resources and Environmental Management .....	3
MKT 805 Marketing Management .....	3
MKT 859 Venture Management Practicum .....	3
SCM 800 Supply Chain Management .....	3
Course substitutions are possible with approval of the advisor for the specialization.	

Upon completion of the requirements for the Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation, the student should contact the Chairperson of the Department of Marketing to request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department of Marketing and the Dean of the Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.