

PCAF: Advanced Studies in Marketing and Sales Leadership (Certificate)

The proposed graduate certificate in Advanced Studies in Marketing and Sales Leadership will “supplement Ferris State University’s current undergraduate marketing degrees as well as provide depth of specific marketing related topics for individuals who do not have a marketing/sales undergraduate degree. This certificate will enable students to advance [their] knowledge and skills necessary for professional success in any business-related profession.” The target date for implementation is Fall 2021.

I support the proposed graduate certificate in Advanced Studies in Marketing and Sales Leadership for the following reasons:

- Outstanding potential to attract our undergraduate students to continue at Ferris. “Students considering post undergrad classroom work will be able to choose a graduate certificate as a less expensive option. Students [who complete this] certificate will be able to apply these courses to the MBA...Students who have completed an undergraduate marketing program will be able to take more advanced graduate level courses to complement [their] knowledge.”
- Courses comprising the proposed certificate can be offered utilizing existing resources in the College of Business. According to the proposers, in consultation with Department Administrators and the Dean, “No additional salaries, library materials, equipment or classroom materials will be required as our current marketing tenure/tenure track faculty will be assigned to the courses as required.”
- Outstanding earning potential for graduates. According to PayScale.com “those who have an MBA in Sales and Marketing can earn up to \$185,000 per year. Positions include regional sales manager, vice president of sales, marketing manager, business development director, business development manager, among other titles.”

I recommend approving the PCAF giving permission for faculty in the Marketing Department in the College of Business to develop the full proposal.

Preliminary Curriculum Approval Form (PCAF)

Form Current on 7/29/20

A PCAF is required when significant new resources (equipment, library, facilities, funding, faculty/staff, etc.) will be required to implement the modification or addition. If a Preliminary Curriculum Approval Form (PCAF) is required, it must be completely approved prior to proposal submission.

The preliminary curriculum approval process assures that curriculum development is aligned with the Ferris State University Strategic Plan. The PCAF requires a brief description that addresses a range of pertinent information and topics and is reviewed by department administrators, deans, the Provost or his/her designee and the Presidents Council. *Approval of the PCAF does not guarantee funding support from Academic Affairs.*

Preliminary approval by the Provost does not guarantee final approval of the full proposal. Approved PCAFs are posted on the [Academic Affairs PCAF website](#) to inform the University community about programs under development.

Name(s) of proposal initiator(s): Henry Ho, Barb McNamara and Scot Squires
Department(s)/College(s): Marketing Department, College of Business

Type of curriculum change (check one):

<input type="checkbox"/> New Degree, Program/Major requiring 3 or more new courses and/or new resources
<input type="checkbox"/> New Minor requiring 3 or more new courses and/or new resources
<input type="checkbox"/> New Concentration requiring 3 or more new courses and/or new resources
<input checked="" type="checkbox"/> New Certificate requiring 3 or more new courses and/or new resources
<input type="checkbox"/> Existing program redirection or shift in emphasis requiring 3 or more new courses and/or new resources
<input type="checkbox"/> Curricular customization of existing program for off-campus cohort group

1. Name of degree, program/major, concentration, certificate, or minor. Briefly describe the curriculum plan/template. **Advanced Studies in Marketing and Sales Leadership**
2. Target date for implementation. **202108 (Fall 2021)**
3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization. **Adding a marketing and sales leadership certificate to the Master of Business program will supplement Ferris State University's current undergraduate marketing degrees as well as provide depth of specific marketing related topics for individuals who do not have a marketing/sales undergraduate degree. This certificate will enable students to advance his or her knowledge and skills necessary for professional success in any business-related profession. Additionally, additional marketing and professional selling classes will attract more graduate and MBA students to FSU.**
4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs? **Many universities offer graduate certificate in marketing and Davenport University offers a graduate certificate in Sales Leadership. However, no university offer a unique graduate certificate/MBA concentration in Marketing and Sales Leadership. Enrollment is unknown. Western Michigan University, Eastern Michigan University, and Grand Valley State University all have MBA students can concentrate on.**
5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs: **None**

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6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data. **Marketing is one of the most popular MBA concentrations. According to PayScale.com, those who have an MBA in Sales and Marketing can earn up to \$185,000 per year. Positions include regional sales manager, vice president of sales, marketing manager, business development director, business development manager, among other titles.**
7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data. **Thirty-one current Ferris MBA students were surveyed. Of those students, 77% agreed or strongly agreed when asked, "I believe that I have a true interest in a concentration in marketing and sales," and 71% agreed or strongly agreed when asked, "I plan to complete a concentration in marketing and sales."**
8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs? **Students considering post undergrad classroom work will be able to choose a graduate certificate as a less expensive option. Students that complete a certificate will be able to apply these courses to the MBA since the certificate has one core marketing course and three elective marketing and sales courses. Students who have completed an undergraduate marketing program will be able to take more advanced graduate level courses to compliment his or her knowledge. Students who do not have an undergraduate marketing degree will be able to take marketing courses at the graduate level to increase his or her administration skills.**
9. Approximately how many students are expected to enroll? Include rationale for estimates. [Click here to enter text.](#)
 20 in the first year? **_40_** after three years?
10. At which FSU campuses/regional centers or other sites will the initiative be offered? **Online**
11. Will Internet or other distance learning technology be used for course/program delivery? Describe. **Courses will all be fully online.**

Complete questions 12, 13, 14 in consultation with department administrator and/or dean.

12. Provide a rough estimate of the resources needed to implement the initiative. Please attach a three year budget to include faculty salaries plus benefits, library materials estimate, equipment and classroom materials estimate, and renovation estimate. **No additional salaries, library material, equipment or classroom materials will be required as our current marketing tenure/tenure track faculty will be assigned to the courses as required. Adjunct faculty will assume undergraduate classes if needed.**
13. Project the resources that could come from reallocation within the department or college and the new resources that would be required. **As stated in #12, while current faculty will be assigned to the new courses, reduction in offering of principles courses eliminated the need for new resources.**
14. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary? **Not applicable**
15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one- time and ongoing costs of accreditation? **Not applicable**
16. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback? **Not applicable**

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Department Administrator's signature: Gayle S. Lopez Date 09-15-2020

Note: If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments:

Department Administrator's signature: [Signature] Date 9-15-2020

Note: If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments:

Dean's signature: [Signature] Date 9/15/20

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For existing programs customized for off-campus delivery to a cohort group, include College and EIO Deans' signatures

Comments:

Associate Provost's Signature: [Signature] Date 9/22/20

Approved

Comments and/or suggestions:

see attached recommendation/summary.

Not approved - Explanation:

Provost's Signature: _____ Date _____

Presented to the President's Council for comments

Approved - Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

Not approved - Explanation: