

# ASACR 4

Office of the President  
December 15, 2020

Members, Board of Trustees:

ACADEMIC DEGREE RECOMMENDATION:  
GATTON COLLEGE OF BUSINESS AND ECONOMICS

Recommendation: that the Board of Trustees approve the establishment of a Master of Science degree with a major in Marketing, in the Department of Marketing and Supply Chain, within the Gatton College of Business and Economics, beginning in the 2021 Fall Semester.

Background: The proposed program is a one-year graduate program designed to prepare students to understand the strategic role that marketing plays in industry. Students will develop the skills necessary to formulate a comprehensive and cohesive marketing strategy to accomplish business objectives. The number of jobs requiring graduate level marketing expertise is expected to grow over the next decade and will include careers such as marketing specialists and sales managers across a variety of industries. The program will be delivered both in-person and online synchronously. Projected enrollment is 15 for the first cohort, eventually increasing to 45.

The program has the approval of the appropriate councils and is scheduled to be reviewed on December 14 for approval by the University Senate, and has completed the 30-day review process of the Council on Postsecondary Education. The provost of the university supports this recommendation

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Action taken:  Approved     Disapproved     Other \_\_\_\_\_