

Graduate Council October 18, 2022

1. College of Arts and Humanities – Department of Behavioral Sciences
  - a. Delete the Master of Science in Psychology.
  
2. College of Business and Economic Development – School of Business
  - a. Add the Graduate Certificate in Business Administration;
  - b. Add the Graduate Certificate in Business Data Analytics; and
  - c. Add the Graduate Certificate in Digital Marketing.



# ARKANSAS TECH UNIVERSITY

## REQUEST FOR DELETION OF CERTIFICATE, DEGREE, OPTION, EMPHASIS, CONCENTRATION, or MINOR

Department Initiating Proposal	Date
Behavioral Sciences	9/14/22

Title	Signature	Date
Department Head Dr. David Ward	<i>David Ward</i>	9/14/22
Dean Dr. Jeffrey Cass	<i>Jeffrey Cass</i>	9/14/22
Assessment Dr. Christine Austin	<i>Christine Austin</i>	9/21/22
Registrar Ms. Tammy Weaver	<i>Tammy Weaver</i>	9/21/22
Vice President for Academic Affairs Dr. Julie Furst-Bowe		
Graduate Dean Dr. Sarah Gordon		

Committee	Approval Date
General Education Committee (Undergraduate Proposals Only)	
Teacher Education Committee (Graduate or Undergraduate Proposals)	
Curriculum Committee (Undergraduate Proposals Only)	
Faculty Senate (Undergraduate Proposals Only)	
Graduate Council (Graduate Proposals Only)	

Program Title:  
MS in Psychology

## LETTER OF NOTIFICATION – 5

### DELETION

(Certificate, Degree, Option, Emphasis, Concentration, Minor, or Organizational Unit)

1. Institution submitting request: Arkansas Tech University
2. Contact person/title: Dr. Jeffrey Cass/Dean, Arts and Humanities
3. Phone number/e-mail address: (479)-968-2470/ jcass@atu.edu
4. Proposed effective date: 09/24
5. Title of certificate, degree program, option, emphasis, concentration, minor, or organizational unit:  
MS in Psychology, Behavioral Sciences
6. CIP Code: 42.0101
7. Degree Code: 6180
8. Reason for deletion and evidence to support action: The number of students graduating has fallen to unsustainable levels, and there is little likelihood of major increases because the program is for General Psychology only and not for any specialty area or for a specialist degree, which is becoming the standard in the field.
9. Number of students still enrolled in program: 9 (2 in beginning of program; 6 across various cohorts need little but thesis; 1 non-responsive no-show)
10. Expected graduation date of last student: 5/5/24
11. Provide curriculum for deleted certificate, degree, option, emphasis, concentration, minor, or organizational unit. [See Attached]
12. Name of courses that will be deleted as a result of this action:

#### **Required Courses (12 hours)**

PSY 6003 Advanced Principles of Psychology I

PSY 6013 Advanced Statistics

PSY 6023 Research Design

PSY 6103 Advanced Principles of Psychology II

**Electives (18 hours, minimum 6 hours at the 6000 level)**

PSY 5013 History of Psychology  
PSY 5033 Psychological Tests and Measurements  
PSY 5043 Social Psychology  
PSY 5053 Psychology of Perception  
PSY 5073 Cognitive Psychology  
PSY 6033 Personality Testing  
PSY 6043 Psychopathology  
PSY 6053 Advanced Developmental Psychology  
PSY 6063 Advanced Physiological Psychology  
PSY 6073 Personality Dynamics and Theories  
PSY 6083 Seminar in Psychology  
PSY 6091-6 Advanced Field Placement  
PSY 6993-6 Thesis Research  
PSY 6891-4 Independent Study

13. How will students in the deleted program be accommodated?

Provide documentation of written notification to students currently enrolled in program.  
New students have already been notified of pending program deletion, as well as advisors and recruiters in Student Affairs. Teach-out plans have been initiated for those already matriculated into program.

14. Indicate the amount of program funds available for reallocation:

Because only 2 additional adjuncts are generally needed to backfill for full-time faculty who teach in the Graduate Program, savings for reallocation probably result in \$8,400 for use elsewhere. No full-time lines will be excised.

15. Provide additional program information if requested by ADHE staff.



# ARKANSAS TECH UNIVERSITY

## PROPOSAL FOR NEW PROGRAM (Certificate, Associate, Bachelor, Master's, or Doctoral Degrees)

Department Initiating Proposal	Date
College of Business	2-9-22

Title	Signature	Date
Department Head Tracy Cole		
Dean Russ Jones		9/20/22
Assessment Christine Austin		9/21/22
Registrar Tammy Weaver		9/21/22
Graduate Dean (Graduate Proposals Only)		
Vice President for Academic Affairs		

Committee	Approval Date
General Education Committee (Undergraduate Proposals Only)	
Teacher Education Committee (Graduate or Undergraduate Proposals)	
Curriculum Committee (Undergraduate Proposals Only)	
Faculty Senate (Undergraduate Proposals Only)	
Graduate Council (Graduate Proposals Only)	

Program Title:  
Graduate Certificate – Business Administration

## **PROPOSAL – 1 NEW DEGREE PROGRAM**

1. **PROPOSED PROGRAM TITLE**  
Graduate Certificate – Business Administration
2. **CIP CODE REQUESTED**
3. **PROPOSED STARTING DATE**  
July 1, 2023
4. **CONTACT PERSON**

Dr. Russ Jones  
Dean, College of Business  
rjones@atu.edu  
479-880-4344

5. **PROGRAM SUMMARY**

The Graduate Certificate in Business Administration is designed to provide students with graduate-level business knowledge and skills applicable to a wide variety of business, nonprofit, and governmental settings. Students will gain knowledge in business data analytics, management, and marketing. The Graduate Certificate in Business Administration will be available to any student who has obtained a bachelor's degree as well as senior undergraduates who are enrolled in the accelerated BSBA in Business Data Analytics plus MBA Program, the accelerated BSBA in Management plus MBA Program, and the accelerated BSBA in Digital Marketing plus MBA Program. It is not available for students with an MBA degree.

6. **NEED FOR THE PROGRAM**

According to the Bureau of Labor Statistics, employment in business occupations is projected to grow 5% from 2019-2029, which is faster than the average for all occupations. Survey data from Gray & Associates shows the field of business administration at the 100<sup>th</sup> percentile in Arkansas as determined by employer requests, job postings, student demand (99<sup>th</sup> percentile), and Google searches for educational programs in this area. Gray data shows the average starting salary in business administration at \$34,553.

Three other Arkansas state institutions (UAFS, ASU, and Henderson State) offer various undergraduate certificate programs in business fields (e.g., supply chain management, non-profit management, international business), but these programs target specific

areas of business. No other Arkansas state institutions offer a certificate of proficiency in general business administration. The proposed ATU program would be the only program of its type in Arkansas.

Indicate the projected number of program enrollments for Years 1-3: Approximately 30

Indicate the projected number of program graduates in 3-5 years: Approximately 30

## 7. CURRICULUM

### Graduate Certificate in Business Administration

- o BDA 6203 Business Information Analysis
- o MGMT 6203 Decision Modeling in Supply Chain Management
- o Any two courses from the following: BDA/MKT 6323 Applied Predictive Analysis, MGMT 6103 Organizational Management & Leadership, MKT 6103 Digital Marketing Management, and MKT 6113 Strategic Social Media Marketing

All the above courses are existing courses available online.

**Total Credit Hours = 12.** Both BDA 6203 and BDA/MKT 6323 requires the completion of business statistics with a grade C or better.

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU.

<b>Fall – Senior Year / Year One</b>	<b>Spring – Senior Year / Year One</b>
BDA 6203 Business Information Analysis	MGMT 6203 Decision Modeling in Supply Chain Management
MKT 6103 Digital Marketing Management or MGMT 6103 Organizational Management & Leadership	BDA/MKT 6323 Applied Predictive Analysis or MKT 6113 Strategic Social Media Marketing

Admission requirements: Students need to have a bachelor's degree or to be senior undergraduates who enrolled in the accelerated BSBA plus MBA program. It is not available for students with an MBA degree.

Provide institutional curriculum committee review/approval date for proposed program.

**8. FACULTY**

<b>Faculty Name &amp; Courses Taught</b>	<b>Degree Awarded</b>	<b>Field of Study</b>	<b>Awarded From</b>	<b>Year Awarded</b>
<b>Brown, Herbert</b> BDA/MKT 6323	Ph.D.	Information Systems	Nova Southeastern University	2007
<b>Idemudia, Efosa</b> BDA 6203 MGMT 6203	Ph.D.	Information Systems, Minor in Statistics	Texas Tech University	2009
<b>Jones, Stephen</b> MGMT 6103	Ph.D.	Organizational Theory	University of North Texas	1998
<b>Narcum, John</b> MKT 6103 MKT 6113	Ph.D.	Marketing	University of Memphis	2016

The program coordinator for the proposed Graduate Certificate in Business Administration will be the MBA Director within the College of Business. Dr. Peng Huang currently serves in this position.

Total number of faculty required for program implementation will be four, all of whom are existing faculty included in the table above.

**9. DESCRIPTION OF RESOURCES**

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

**10. NEW PROGRAM COSTS – Expenditures for the first 3 years**

No new costs are required for implementation of this certificate program. No new courses, faculty, equipment, facilities, or library resources will be needed, as all courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

**11. SOURCE OF PROGRAM FUNDING – Income for the first 3 years of program operation**

Funds will be generated per student credit hour for tuition and fees as set for ATU (Russellville campus). No specialized program fees will apply.



12. **ORGANIZATIONAL CHART REFLECTING NEW PROGRAM**

The Certificate of Proficiency in Business Administration will be housed in the College of Business.

13. **SPECIALIZED REQUIREMENTS**

Not applicable.

14. **BOARD OF TRUSTEES APPROVAL**

Provide the date that the Board approved (or will consider) the proposed program.

Provide a copy of the Board meeting agenda that lists the proposed program, and written documentation of program/unit approval by the Board of Trustees prior to the Coordinating Board meeting that the proposal will be considered.

15. **SIMILAR PROGRAMS**

No other state institutions in Arkansas offer a Certificate of Proficiency in Business Administration. Other Arkansas undergraduate certificate programs in business-related fields, ranging in length from 9-24 credit hours, include:

- UAFS offers 9-hour Certificates of Proficiency in:
  - Entrepreneurship
  - Human Resource Management
  - International Business
- ASU offers certificates in:
  - Marketing Analytics (12 hours)
  - Sales Leadership (12 hours)
  - Entrepreneurship (12 hours)
  - Business Law and Compliance (9 hours)
  - Business Analytics (15 hours)
  - Information Technology (24 hours)
- Henderson State University offers certificates in:
  - Entrepreneurship (12 hours)
  - Non-Profit Management (15 hours)

As noted above, these certificate programs target specific areas of business, while the proposed ATU program is designed to provide general foundational business knowledge that is applicable in a wide range of employment settings. The proposed Certificate of Proficiency in Business Administration is also designed to be completed in a relatively short time frame (12 credit hours including prerequisites), while most of the programs listed above actually require more than 12 credit hours if prerequisites are included.

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to “**Reply All**”. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution

should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

**Note: A written institutional objection/concern(s) to the proposed program/unit may delay Arkansas Higher Education Coordinating Board (AHECB) consideration of the proposal until the next quarterly AHECB meeting.**

16. **DESEGREGATION**

State the total number of students, number of black students, and number of other minority students enrolled in related degree programs, if applicable.

In Fall 2020, the ATU College of Business had a total of 827 students. Of these, 62 students (7.5%) were African American. Other minority students included 13 Asian/Pacific Islander, 86 Hispanic, 2 American Indian/Alaska Native, 2 Hawaiian, and 30 students who identified with multiple ethnicities, for a total of 133 (16%).

17. **INSTITUTIONAL AGREEMENTS/MEMORANDUM OF UNDERSTANDING (MOU)**

Not applicable.

18. **ACADEMIC PROGRAM REVIEW**

Anticipated program review date: Fall 2030.

19. **PROVIDE ADDITIONAL INFORMATION IF REQUESTED BY ADHE STAFF**

20. **INSTRUCTION BY DISTANCE TECHNOLOGY**

All of the requirements can be completed through online courses. All online course offerings will meet ATU requirements for academic quality, faculty qualifications, and course delivery as established by the university.

## **Assessment Plan for Graduate Certificate in Business Administration**

### **Learning Goal:**

Students demonstrate the graduate level foundational knowledge for business administration.

### **Assessment Plan:**

Achievement of the learning goal will be measured once a year through projects given in at least one of the required graduate courses for business administration.

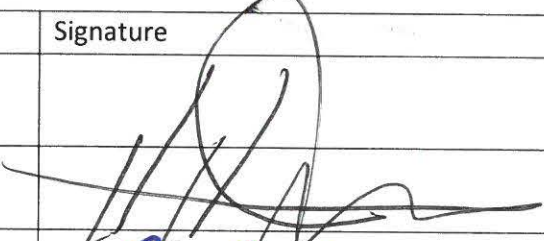
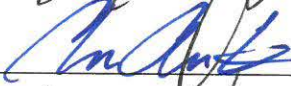
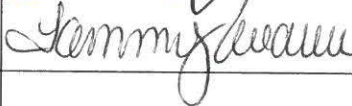
The data will be reviewed by the College of Business Curriculum and Assurance of Learning Committee (CALC). The CALC committee will coordinate with instructors for continuous improvement recommendations.



# ARKANSAS TECH UNIVERSITY

## PROPOSAL FOR NEW PROGRAM (Certificate, Associate, Bachelor, Master's, or Doctoral Degrees)

Department Initiating Proposal	Date
College of Business	2-9-22

Title	Signature	Date
Department Head Tracy Cole		
Dean Russ Jones		9/20/22
Assessment Christine Austin		9/21/22
Registrar Tammy Weaver		9/21/22
Graduate Dean (Graduate Proposals Only)		
Vice President for Academic Affairs		

Committee	Approval Date
General Education Committee (Undergraduate Proposals Only)	
Teacher Education Committee (Graduate or Undergraduate Proposals)	
Curriculum Committee (Undergraduate Proposals Only)	
Faculty Senate (Undergraduate Proposals Only)	
Graduate Council (Graduate Proposals Only)	

Program Title:  
Graduate Certificate – Business Data Analytics

## **PROPOSAL – 1 NEW DEGREE PROGRAM**

1. **PROPOSED PROGRAM TITLE**  
Graduate Certificate – Business Data Analytics

2. **CIP CODE REQUESTED**  
52.1301

3. **PROPOSED STARTING DATE**  
July 1, 2023

4. **CONTACT PERSON**

Dr. Russ Jones  
Dean, College of Business  
rjones@atu.edu  
479-880-4344

5. **PROGRAM SUMMARY**

The Certificate of Proficiency in Business Administration is designed to provide students with basic business knowledge and skills applicable to a wide variety of business, nonprofit, and governmental settings. Students will gain foundational knowledge in business information systems, accounting, and economics. The Certificate of Proficiency in Business Administration will be available to any student except degree-seeking students in the College of Business.

6. **NEED FOR THE PROGRAM**

According to the Bureau of Labor Statistics, employment in business occupations is projected to grow 5% from 2019-2029, which is faster than the average for all occupations. Survey data from Gray & Associates shows the field of business administration at the 100<sup>th</sup> percentile in Arkansas as determined by employer requests, job postings, student demand (99<sup>th</sup> percentile), and Google searches for educational programs in this area. Gray data shows the average starting salary in business administration at \$34,553.

Three other Arkansas state institutions (UAFS, ASU, and Henderson State) offer various undergraduate certificate programs in business fields (e.g., supply chain management, non-profit management, international business), but these programs target specific areas of business. No other Arkansas state institutions offer a certificate of proficiency in general business administration. The proposed ATU program would be the only program of its type in Arkansas.

Indicate the projected number of program enrollments for Years 1-3: Approximately 20

Indicate the projected number of program graduates in 3-5 years: Approximately 30

7. **CURRICULUM**

**Graduate Certificate in Business Data Analytics**

- BDA 6203 Business Information Analysis
- BDA 6323 Applied Predictive Analytics
- BDA 6343 Advanced Analytics
- BDA 6363 Analytic Strategy

All the courses above are online courses.

**Total Credit Hours = 12.** The prerequisite for BDA 6323 is the completion of business statistics with a grade C or better. BDA 6343 requires BDA/MKT 6323 as a prerequisite. BDA 6363 requires BDA 6343 as a prerequisite.

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU.

<b>Fall – Year 1</b>	<b>Spring – Year 1</b>
BDA 6203 Business Information Analysis	BDA 6323 Applied Predictive Analytics
<b>Fall – Year 2</b>	<b>Spring – Year 2</b>
BDA 6343 Advanced Analytics	BDA 6363 Analytic Strategy

Admission requirements: Students need to have a bachelor's degree.

Provide institutional curriculum committee review/approval date for proposed program.

8. **FACULTY**

Faculty Name & Courses Taught	Degree Awarded	Field of Study	Awarded From	Year Awarded
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<b>Brown, Matt</b> BDA 6323 BDA 6343	Ph.D.	Information Systems	Nova Southeastern University	2007
<b>Idemudia, Efosa</b> BDA 6203 BDA 6363	Ph.D.	Information Systems, Minor in Statistics	Texas Tech University	2009

The program coordinator for the proposed Graduate Certificate in Digital Marketing will be the MBA Director within the College of Business. Dr. Peng Huang currently serves in this position.

Total number of faculty required for program implementation will be two, all of whom are existing faculty included in the table above.

**9. DESCRIPTION OF RESOURCES**

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

**10. NEW PROGRAM COSTS – Expenditures for the first 3 years**

No new costs are required for implementation of this certificate program. No new courses, faculty, equipment, facilities, or library resources will be needed, as all courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

**11. SOURCE OF PROGRAM FUNDING – Income for the first 3 years of program operation**

Funds will be generated per student credit hour for tuition and fees as set for ATU (Russellville campus). No specialized program fees will apply.

**12. ORGANIZATIONAL CHART REFLECTING NEW PROGRAM**

The Certificate of Proficiency in Business Administration will be housed in the College of Business.

**13. SPECIALIZED REQUIREMENTS**

Not applicable.

14. **BOARD OF TRUSTEES APPROVAL**

Provide the date that the Board approved (or will consider) the proposed program.

Provide a copy of the Board meeting agenda that lists the proposed program, and written documentation of program/unit approval by the Board of Trustees prior to the Coordinating Board meeting that the proposal will be considered.

15. **SIMILAR PROGRAMS**

No other state institutions in Arkansas offer a Certificate of Proficiency in Business Administration. Other Arkansas undergraduate certificate programs in business-related fields, ranging in length from 9-24 credit hours, include:

- UAFS offers 9-hour Certificates of Proficiency in:
  - Entrepreneurship
  - Human Resource Management
  - International Business
- ASU offers certificates in:
  - Marketing Analytics (12 hours)
  - Sales Leadership (12 hours)
  - Entrepreneurship (12 hours)
  - Business Law and Compliance (9 hours)
  - Business Analytics (15 hours)
  - Information Technology (24 hours)
- Henderson State University offers certificates in:
  - Entrepreneurship (12 hours)
  - Non-Profit Management (15 hours)

As noted above, these certificate programs target specific areas of business, while the proposed ATU program is designed to provide general foundational business knowledge that is applicable in a wide range of employment settings. The proposed Certificate of Proficiency in Business Administration is also designed to be completed in a relatively short time frame (12 credit hours including prerequisites), while most of the programs listed above actually require more than 12 credit hours if prerequisites are included.

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

**Note: A written institutional objection/concern(s) to the proposed program/unit may delay Arkansas Higher Education Coordinating Board (AHECB) consideration of the proposal until the next quarterly AHECB meeting.**

16. **DESEGREGATION**



State the total number of students, number of black students, and number of other minority students enrolled in related degree programs, if applicable.

In Fall 2020, the ATU College of Business had a total of 827 students. Of these, 62 students (7.5%) were African American. Other minority students included 13 Asian/Pacific Islander, 86 Hispanic, 2 American Indian/Alaska Native, 2 Hawaiian, and 30 students who identified with multiple ethnicities, for a total of 133 (16%).

17. **INSTITUTIONAL AGREEMENTS/MEMORANDUM OF UNDERSTANDING (MOU)**  
Not applicable.

18. **ACADEMIC PROGRAM REVIEW**  
Anticipated program review date: Fall 2030.

19. **PROVIDE ADDITIONAL INFORMATION IF REQUESTED BY ADHE STAFF**

20. **INSTRUCTION BY DISTANCE TECHNOLOGY**  
While the Certificate of Proficiency in Business Administration is not designed as an online program, all of the requirements can be completed through either online or face-to-face courses. All online course offerings will meet ATU requirements for academic quality, faculty qualifications, and course delivery as established by the university.

## **Assessment Plan for Graduate Certificate in Business Data Analytics**

### **Learning Goal:**

Students demonstrate the graduate level foundational knowledge for business data analytics.

### **Assessment Plan:**

Achievement of the learning goal will be measured once a year through projects given in at least one of the required graduate courses in business data analytics.

The data will be reviewed by the College of Business Curriculum and Assurance of Learning Committee (CALC). The CALC committee will coordinate with instructors for continuous improvement recommendations.



# ARKANSAS TECH UNIVERSITY

## PROPOSAL FOR NEW PROGRAM

(Certificate, Associate, Bachelor, Master's, or Doctoral Degrees)

Department Initiating Proposal	Date
College of Business	2-9-22

Title	Signature	Date
Department Head Tracy Cole		
Dean Russ Jones		9/24/22
Assessment Christine Austin		9/21/22
Registrar Tammy Weaver		9/21/22
Graduate Dean (Graduate Proposals Only)		
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Committee	Approval Date
General Education Committee (Undergraduate Proposals Only)	
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Curriculum Committee (Undergraduate Proposals Only)	
Faculty Senate (Undergraduate Proposals Only)	
Graduate Council (Graduate Proposals Only)	

Program Title:  
Graduate Certificate – Digital Marketing

## **PROPOSAL – 1 NEW DEGREE PROGRAM**

1. **PROPOSED PROGRAM TITLE**  
Graduate Certificate – Digital Marketing
2. **CIP CODE REQUESTED**  
52.1404
3. **PROPOSED STARTING DATE**  
July 1, 2023
4. **CONTACT PERSON**

Dr. Russ Jones  
Dean, College of Business  
rjones@atu.edu  
479-880-4344

5. **PROGRAM SUMMARY**

The Certificate of Proficiency in Business Administration is designed to provide students with basic business knowledge and skills applicable to a wide variety of business, nonprofit, and governmental settings. Students will gain foundational knowledge in business information systems, accounting, and economics. The Certificate of Proficiency in Business Administration will be available to any student except degree-seeking students in the College of Business.

6. **NEED FOR THE PROGRAM**

According to the Bureau of Labor Statistics, employment in business occupations is projected to grow 5% from 2019-2029, which is faster than the average for all occupations. Survey data from Gray & Associates shows the field of business administration at the 100<sup>th</sup> percentile in Arkansas as determined by employer requests, job postings, student demand (99<sup>th</sup> percentile), and Google searches for educational programs in this area. Gray data shows the average starting salary in business administration at \$34,553.

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in general business administration. The proposed ATU program would be the only program of its type in Arkansas.

Indicate the projected number of program enrollments for Years 1-3: Approximately 20

Indicate the projected number of program graduates in 3-5 years: Approximately 30

## 7. CURRICULUM

### Graduate Certificate in Digital Marketing

- MKT 6103 Digital Marketing Strategy
- MKT 6323 Applied Predictive Analytics
- MKT 6113 Strategic Social Media Marketing
- MKT 6153 Consumer Insights

All the above courses are online courses.

**Total Credit Hours = 12.** There is a prerequisite: MKT 6323 requires the completion of business statistics with a grade C or better.

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU.

Fall – Year 1	Spring – Year 1
MKT 6103 Digital Marketing Strategy	MKT 6323 Applied Predictive Analytics
MKT 6153 Consumer Insights	MKT 6113 Strategic Social Media Marketing

Admission requirements: Students need to have a bachelor's degree.

Provide institutional curriculum committee review/approval date for proposed program.

## 8. FACULTY

<b>Faculty Name &amp; Courses Taught</b>	<b>Degree Awarded</b>	<b>Field of Study</b>	<b>Awarded From</b>	<b>Year Awarded</b>
<b>Brown, Herbert</b> MKT 6323	Ph.D.	Information Systems	Nova Southeastern University	2007
<b>Mason, Kevin</b> MKT 6153	Ph.D.	Marketing	University of Arkansas	1995
<b>Narcum, John</b> MKT 6103 MKT 6113	Ph.D.	Marketing	University of Memphis	2016

The program coordinator for the proposed Graduate Certificate in Digital Marketing will be the MBA Director within the College of Business. Dr. Peng Huang currently serves in this position.

Total number of faculty required for program implementation will be three, all of whom are existing faculty included in the table above.

**9. DESCRIPTION OF RESOURCES**

No new courses, faculty, equipment, facilities, or library resources are needed for this certificate program. All courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

**10. NEW PROGRAM COSTS – Expenditures for the first 3 years**

No new costs are required for implementation of this certificate program. No new courses, faculty, equipment, facilities, or library resources will be needed, as all courses are existing courses taught by current faculty members in programs already offered at ATU in the College of Business and the Mathematics Department. The number of students expected to enroll during the first three years of this programs is not anticipated to require additional sections of courses to be taught.

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**12. ORGANIZATIONAL CHART REFLECTING NEW PROGRAM**

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13. **SPECIALIZED REQUIREMENTS**

Not applicable.

14. **BOARD OF TRUSTEES APPROVAL**

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As noted above, these certificate programs target specific areas of business, while the proposed ATU program is designed to provide general foundational business knowledge that is applicable in a wide range of employment settings. The proposed Certificate of Proficiency in Business Administration is also designed to be completed in a relatively short time frame (12 credit hours including prerequisites), while most of the programs listed above actually require more than 12 credit hours if prerequisites are included.

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

**Note: A written institutional objection/concern(s) to the proposed program/unit may delay Arkansas Higher Education Coordinating Board (AHECB) consideration of the proposal until the next quarterly AHECB meeting.**

**16. DESEGREGATION**

State the total number of students, number of black students, and number of other minority students enrolled in related degree programs, if applicable.

In Fall 2020, the ATU College of Business had a total of 827 students. Of these, 62 students (7.5%) were African American. Other minority students included 13 Asian/Pacific Islander, 86 Hispanic, 2 American Indian/Alaska Native, 2 Hawaiian, and 30 students who identified with multiple ethnicities, for a total of 133 (16%).

**17. INSTITUTIONAL AGREEMENTS/MEMORANDUM OF UNDERSTANDING (MOU)**

Not applicable.

**18. ACADEMIC PROGRAM REVIEW**

Anticipated program review date: Fall 2030.

**19. PROVIDE ADDITIONAL INFORMATION IF REQUESTED BY ADHE STAFF**

**20. INSTRUCTION BY DISTANCE TECHNOLOGY**

While the Certificate of Proficiency in Business Administration is not designed as an online program, all of the requirements can be completed through either online or face-to-face courses. All online course offerings will meet ATU requirements for academic quality, faculty qualifications, and course delivery as established by the university.



## **Assessment Plan for Graduate Certificate in Digital Marketing**

### **Learning Goal:**

Students demonstrate the graduate level foundational knowledge for digital marketing.

### **Assessment Plan:**

Achievement of the learning goal will be measured once a year through projects given in at least one of the required graduate courses in digital marketing.

The data will be reviewed by the College of Business Curriculum and Assurance of Learning Committee (CALC). The CALC committee will coordinate with instructors for continuous improvement recommendations.