NC State University
Certificate Proposal Form

Certificate Title: __Graduate Certificate in Marketing______________________________

New: □
Revision: ☒

Classification of Instructional Programs (CIP) Discipline # (6 digits): __52.1401____
*Please ensure that you select the appropriate CIP code for your certificate program. Please consult this website for more information about CIP codes: https://nces.ed.gov/ipeds/cipcode/default.aspx?y=55

Certificate Type:
On-Campus: ☐ Distance: ☐ On-Campus & Distance: ☒

Proposed Effective Date: ___Fall 2019________________

Director of the Certificate Program: ___ Jon Bohlmann
Program Coordinator (if different from Director): ___ Jenny Champ
Graduate Services Coordinator: ______ Kiresten Branch
College: __ Poole College of Management
Department/Program: ___ Business Management

Catalog Description:
The Graduate Certificate in Marketing is a one to two year program that is designed for working professionals in the Research Triangle community. They will obtain advanced skills in consumer behavior, marketing research, product management and innovation, and relationship management.

Enrollment:

<table>
<thead>
<tr>
<th>Continuing</th>
<th>On-Campus</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yr. 1-1_Yr. 2-1_Yr. 3-2_Yr. 4-2</td>
<td>Yr. 1-0</td>
<td>Yr. 2-0_Yr. 3-2_Yr. 4-3</td>
</tr>
<tr>
<td>New</td>
<td>Yr. 1-1_Yr. 2-2_Yr. 3-2_Yr. 4-2</td>
<td>Yr. 1-0_Yr. 2-2_Yr. 3-3_Yr. 4-3</td>
</tr>
</tbody>
</table>

Attachments:

☒ Proposal Document
☐ Statement of other departments likely to be affected and summary of consultation with those departments
☒ Program-level assessment
☒ Campus Routing Form
☒ Signature Page
PROPOSAL DOCUMENT: GRADUATE CERTIFICATE IN MARKETING

Program justification

The Poole College of Management proposes the addition of an online track to the Graduate Certificate in Marketing (GCM). The certificate program is designed to provide access to graduate training in marketing to working professionals in the community with baccalaureate degrees.

The program supports the goals of NC State’s strategic plan:

1. Enhance student success: Improved understanding of financial concepts will prepare students to advocate innovation based on both scientific and budgetary arguments, training that will allow them to transfer success in the laboratory to success in the marketplace.
2. Invest in faculty: Expanded opportunities to engage with graduate students will allow us to attract and retain research-oriented faculty.
3. Enhance interdisciplinary activities: The certificate program will encourage students from other colleges to take more courses in marketing.
4. Organizational excellence: The certificate will be provided by opening up seats in sections that are currently under capacity.
5. Enhance local engagement: Employees at large technology-oriented companies such as IBM, Lenovo, Red Hat, and SAS Institute should find this program especially attractive.

Description

The Graduate Certificate in Marketing (GCM) is a one to two year program that is designed for working professionals in the Research Triangle community. GCM offers the enrolled students an opportunity to learn about Marketing tools and techniques. The certificate covers a full range of marketing topics, with an emphasis on marketing research skills and applications to digital marketing, product management or relationship management.

Who should enroll

Enrollment is open to the following:

i) All full-time, part-time and on-line MBA students who wish to signal their marketing expertise to the job marketplace

ii) Business executives and entrepreneurs who aspire to gain or improve their marketing decision making skills, and

iii) Lifelong education students who want to improve their ability to apply marketing principles.

Benefits to enrolled students

i) Learn about the latest tools and techniques in marketing

ii) Learn how to apply these tools and techniques to actual business situations, using real companies - real data

iii) Learn from seasoned MBA faculty, many of whom have Ph.D.s from top business schools such as UC-Irvine, Florida, Maryland, MIT, Michigan, Michigan State, South Carolina, and Texas A&M

iv) Learn in small classes that foster an intellectually stimulating environment

v) Improve your job prospects

vi) Networking opportunities with other business students/executives enrolled in the program
Program Structure

Management The program will be housed in the Poole College of Management for administrative purposes. The DGP will be Professor Jonathan Bohlmann.

Curriculum Students must complete twelve hours of courses with grades of B– or better in every course. MBA 560 is a prerequisite for all other courses.

Required courses

- MBA 560 Marketing Management and Strategy (2 hours)
- MBA 561 Consumer Behavior (3 hours)

Select one of the following methods courses

- MBA 562 Research Methods in Marketing (3 hours)
- MBA 590 Digital Marketing (3 hours)
- MBA 590 Marketing Analytics (3 hours)

Four hours of elective courses selected from the following list:

- MBA 536 Experience Innovation and Strategic Design (3 hours)
- MBA 555 Product Design and Development (4 hours)
- MBA 563 Product and Brand Management (3 hours)
- MBA 564 Business Relationship Management (3 hours)
- MBA 590 Business Relationship Management (1 hour)
- MBA 590 Digital Marketing (3 hours), if not taken as a methods course
- MBA 590 Marketing Analytics (3 hours), if not taken as a methods course
- MBA 590 Product Innovation and Adoption (1 hour)

Admission requirements

Students must have completed a baccalaureate degree. A minimum GPA of 3.0 in undergraduate and graduate work combined is required for admission to the program. Those with less than a 3.0 may be admitted provisionally. Provisionally admitted students must initially take MBA 520 and earn a grade of B (3.0) or better.

Standards for the certificate

Students must complete the required credit hours with a 3.0 GPA in all certificate courses. Credit toward the certificate in a particular course will be given only if a grade of B- or better is given in the course. All courses in the program must be taken for a letter grade. No transfer credits will be accepted in the program and it must be completed within three years. A student may obtain more than one graduate certificate in a different field. Each certificate must have at least nine (9) credit hours which are unique to it. This particular certificate requires twelve (12) credit hours.

Relationship to admission to other degree programs:
Applicants will be notified in all applications and promotional materials that “Academic success might have a strong bearing on admission to a degree program BUT completion of a certificate program in no way guarantees entry into a graduate degree program, which is done through a separate application process.”

**Graduate Faculty:**

Full professors: Jonathan Bohlmann, David Henard, Stacy Wood

Associate professors: Bill Rand, Mike Stanko

Assistant professors: Heather Dretsch, Riskika Rishika, Stefanie Robinson

**Responsibility for Administration and Resources**

This certificate program will reside in the Department of Business Management in the Poole College of Management. The certificate coordinator will be a faculty member from that department. Existing resources will be used to support the administration of this program.

The certificate coordinator will

- Make all admission decisions to the certificate program
- Notify the Dean of the Graduate School of the student's completion of certificate requirements.
- Function as liaison with academic departments and the Graduate School
- Convene faculty as needed to review the program and discuss possible changes in admission requirements and curriculum

**Program or Policy Changes for this Certificate**

Changes in the GCM will be determined by the faculty and channeled through the appropriate departmental/college committees. Changes will be reported to the Graduate School.
LEARNING ASSESSMENT

At the time they complete this certificate program, graduates are expected to

- be satisfied with the usefulness of the certificate program in enabling them to achieve their professional goals
- be sufficiently satisfied with the certificate program to recommend it to others with the same professional goals
- be satisfied with the appropriateness of the courses in providing the knowledge or training they anticipate needing for their professional goals
- be satisfied with the frequency and timeliness of the courses offered for the certificate
- be satisfied with the quality of teaching in certificate courses
- be satisfied with the overall educational experience of the certificate program

Metrics: Exit Survey administered by Graduate School
Graduate Certificate in Marketing  
North Carolina State University

This request has been reviewed and approved by the appropriate campus committees and authorities.

Endorsed By:  
Head, Department/Director of Graduate Program (Printed Name and Signature)  
4/5/19

Recommended By:  
Chair, College Graduate Studies Committee (Printed Name and Signature)  
4/8/19

Endorsed By:  
College Dean (Printed Name and Signature)  
4/9/19

Recommended By:  
Vice Provost, DELTA (if DE degree) (Printed Name and Signature)  
4/12/19

Approved By:  
Dean of the Graduate School (Printed Name and Signature)  
5/18/19

Recommended By:  
Dean's Council (Printed Name and Signature)  
6/13/19

Approved By:  
Executive Vice Chancellor and Provost (Printed Name and Signature)  
6/18/19

Approved By:  
Chancellor (Printed Name and Signature)  
Date

(revised August 2015)