

## NEW PROGRAM FORM

## Associate Degree

Proposal Number

2223-077

## SECTION I. PROGRAM INFORMATION AND RATIONALE

Requested Date of Implementation\*Required

Fall 2023

Name of Program\*Required

Marketing

Degree or Certificate/Award\*Required

Associate of Science (AS)

Academic Center

\*Required

Business &amp; Accounting

CIP Code \*Required

52.0201

The CIP (Classification of Instructional Programs) code is a system used by the federal government for accurate tracking and reporting of fields of study and program completion. A CIP code needs to be included for every program and every course. CIP codes can be found on the federal user site at <https://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55> (<https://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>). Select the CIP code that best reflects your course content.

What is the rationale for the proposal? \*Required

Describe how the program's mission statement is consistent with, or aligns with, the mission of the College.

To increase the competitiveness and vibrancy of the business program offerings to meet current industry demand and to enhance opportunities for our surrounding communities and their economic growth.

Location of Program\*Required

Haverhill



Lawrence



Off Campus



100% Online



Hybrid



Other



## TRANSFER INFORMATION (IF APPLICABLE)

Provide specific information regarding the transferability of the program including the potential for articulation agreements.

This program incorporates two courses currently not included in the Business Transfer program. The transferability of the two new courses were evaluated by Michelle Sunday--see MKT215 and MKT216.

The program will meet the Mass Transfer (Gen-Ed Foundation) Block \*Required

Yes  No

Provide more details about the program meeting the transfer block \*Required

Yes, all Mass Transfer-Gen-Ed foundation courses are present in this program

### Program Attributes

Program attributes are associated with standardized content in the program description and/or additional program fees. Check all that apply. If program attributes are checked (except for Accreditation), content associated will be added to the program description. Standard content is found in the help ? If the program is accredited, check the box and provide the information about the accreditation agency.

- Accreditation
- CORI/CHRI/SORI
- CPR
- Criteria Based
- Drug Screening
- Health Immunizations
- Professional Liability Insurance
- Other

## SECTION II: PROGRAM REQUIREMENTS, OUTCOMES AND CORE ACADEMIC SKILLS

### Program Description

The associate in science degree program in Marketing provides a core of business courses with a focus on traditional and digital Marketing. It is designed to provide students with the general marketing skills needed for entry-level positions as digital marketers.

## Title

Requirements

## Course List

ACC101 Introductory Accounting I (3)

ACC102 Introductory Accounting II (3)

BUS101 Introduction to Business (3)

BUS105 Managerial Business Communications (3)

CIS110 Computer Applications (3)

COM111 Public Speaking (3)

ECO201 Micro Economics (3)

ENG101 English Composition I (3)

ENG102 English Composition II (3)

MKT210 Principles of Marketing (3)

MKT215 Social Media Marketing

MKT216 Brand Marketing

PSY105 Organizational Behavior (3)

Business Elective See Elective Advice (3)

OR ()

COP110 Internship Education (3)

Humanities Elective See Elective Advice (3)

Humanities Elective See Elective Advice (3)

Math Elective See Elective Advice (3-4)

Math Elective See Elective Advice (4)

Science Elective See Elective Advice (4)

Science Elective See Elective Advice (4)

Requirement Notes

Title

Recommended Course Sequence/Pathway

Course List

Title

Year 1 Fall

Course List

BUS101 Introduction to Business (3)

ENG101 English Composition I (3)

PSY105 Organizational Behavior (3)

Science Elective See Elective Advice (4)

Math Elective See Elective Advice (3-4)

Requirement Notes

**Elective Advice:**

Business Elective (~/link.aspx?

\_id=68696C686F964AC49BAAF207B285BF2F&amp;\_z=z): See an advisor

Humanities Elective (~/link.aspx?

\_id=CE8B4AADED6D43C5BE5519A0F263ED58&amp;\_z=z): See an advisor

Math Elective (~/link.aspx?

\_id=780557A96D2942EEA372B6F9A7661E7D&amp;\_z=z): MAT122 or higher

## Title

Year 1 Spring

## Course List

ACC101 Introductory Accounting I (3)

ENG102 English Composition II (3)

CIS110 Computer Applications (3)

COM111 Public Speaking (3)

MKT210 Principles of Marketing (3)

## Requirement Notes

## Title

Year 1 Summer

## Course List

## Requirement Notes

## Title

Year 2 Fall

Course List

ACC102 Introductory Accounting II (3)

BUS105 Managerial Business Communications (3)

Math Elective See Elective Advice (4)

MKT216 Brand Marketing

Humanities Elective See Elective Advice (3)

Requirement Notes

Title

Year 2 Spring

Course List

Business Elective See Elective Advice (3)

OR ()

COP110 Internship Education (3)

Humanities Elective See Elective Advice (3)

ECO201 Micro Economics (3)

Science Elective See Elective Advice (4)

MKT215 Social Media Marketing

Requirement Notes

Requirement Notes

List the program learning outcomes and objectives \*Required

Analyze and record journal entries and prepare financial statements in accordance with Generally Accepted Accounting Principles (GAAP)

Apply quantitative reasoning skills and/or financial accounting theory/principles to analyze information to make business decisions

Apply quantitative reasoning skills and/or managerial accounting theories and/or various business techniques to make decisions

Demonstrate the ability to effectively and professionally communicate orally and in writing in a business

Describe how this program satisfies Core Academic Skills \*Required

Core Academic Skills (<https://facstaff.necc.mass.edu/faculty-resources/program-review-outcomes-assessment/core-academic-skills/>)

Global Awareness--BUS101  
 Information Literacy--BUS101  
 Public Presentation--COM111  
 Quantitative Reasoning--ECO201  
 Science and Technology--CIS110  
 Written Communication--MKT210

### SECTION III: MARKET SURVEY, IMPACT AND SPECIAL ARRANGEMENTS

Describe the job market survey conducted to determine the demand for graduates. Include a copy of that survey and the collated results. The survey must comply with current Federal Financial Aid "Gainful Employment" Guidelines.

From the US Bureau of Labor Statistics: (source: <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm#tab-1>)  
 Overall employment of advertising, promotions and marketing managers is projected to grow 10 percent from 2021 to 2031, faster than the average for all occupations. About 35,300 openings for advertising, promotions and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as retiring.

What evidence of student interest is available? Please indicate the number of students the institution expects to enroll and the number it expects to graduate for each of the first five years of the program's operation.

Will any programs be inactivated or revised as a result of the proposal? \*Required      Yes       No

Select the Academic Centers or Other Areas that may be impacted or may need to be notified about the program revision. (For example, if you are changing course requirements, check what Academic Center or Other Area they fall under if not the one for the program revision. View Academic Centers (<https://necc.smartcatalogiq.com/current/Catalog/Academic-Centers>) chart.

Do NOT select the Academic Center or Other Area that oversees the program being revised or it will create an additional unnecessary step in the workflow.

- Business and Accounting
- Health
- Liberal Arts
- Professional Studies
- STEM
- Cooperative Education
- Honors
- Individualized Option
- International Studies

List any other post-secondary institutions within commuting distance (50-mile radius) offering similar/comparable programs. Identify the similarities and differences of the proposed program to them. Also, state the number of students in the most recent spring graduating class if possible from each of these programs.

North Shore Community College Digital and Social Media Associate Degree  
Manchester Community College Marketing Associate Degree

Describe any special arrangements required for this program including but not limited to: Inter-institution agency contracts or agreements , Field experiences/practicums, Job placement of students upon graduation, Recruitment and admission of students for the program

NA



### SECTION IV. RESOURCES

The existing resources in place are adequate for the following:

- Equipment
- Space (traditional classrooms, labs, special facilities, etc)
- Library
- Computer Resources (labs, special software, etc)
- Personnel (faculty, staff, support, counselors, administrators)

\*Required

Yes

No

### SECTION V. FOR ADMINISTRATIVE USE ONLY

CIP Code

Major Code

Program Code

Department ▼

Department Chair Needs  
Workflow Notification

### EXTERNAL APPROVALS

NECC Board of Trustees

Sent Date

▼

Approval Date

▼

Department of Higher Education (DHE)

Sent Date

 Enter date 

Approval Date


 Enter date 

New England Commission of Higher Education (NECHE)

Sent Date

 Enter date 

Approval Date

 Enter date 

DHE Financial Aid approval (for certificates 29 credits or less only)

Sent Date

 Enter date 

Approval Date

 Enter date 

Attach any forms or correspondence confirming the approvals.