

MONTANA BOARD OF REGENTS

NEW ACADEMIC PROGRAM PROPOSAL SUMMARY

ITEM 130-1008-R0106

Institution: The University of Montana

Program Title: B.S. major in Marketing, School of Business Administration

1. How does this program advance the campus' academic mission and fit priorities?

This program is already available as an Option in Business Administration. Converting the options to majors allows the campus to offer students more marketable degrees, thereby being responsive to the needs of Montanans.

2. How does this program fit the Board of Regents' goals and objectives?

Converting the options to majors is consistent with goals A, D, and E of the Strategic Plan, developed by the Board of Regents in 2001:

- A. To provide a stimulating, responsive, and effective environment for student learning, student living, and academic achievement.
- D. To be responsive to market, employment, and economic development needs of the State and the nation.
- E. To improve the support for and understanding of the Montana University System as a leading contributor to the State's economic success and social and political well-being.

3. How does this program support or advance Montana's needs and interests?

The options in business administration compare favorably with majors from leading business schools around the country. The School of Business Administration is fully accredited by the Association to Advance Collegiate Schools of Business. The course work and the number of credit hours required in each option are both similar to those of our AACSB accredited counterparts. However, some recruiters have suggested to our graduates that they are not qualified for particular jobs because they have an option instead of a major. Montana recruiters should not be confused about the quality of education received by graduates of the School of Business Administration. Converting to majors should mitigate any confusion about the relative value of the SOBA programs.

4. How will this program contribute to economic development in Montana? (Note projected annual economic impact both regionally and statewide.)

Students who graduate with a major in accounting, finance, information systems, international business, management, or marketing will be poised to find employment in the state of Montana.

5. What is the program's planned capacity? The programs already exist as options.

• Break-even point?	FTE students
• Enrollments / year?	
• Graduates / year?	
• MT jobs / year?	

6. Resource Allocation:

• Total program budget?	\$
• Faculty FTE?	
• Staff FTE?	

7. Does this program require new resources? Yes No

If yes, what is the amount? \$ _____

8. How will the campus fund the program?

The programs already exist as options. No new resources are necessary.

9. If internal reallocation is necessary, name the sources.