

Program Information Report

Business & Entrepreneurship

Marketing Essentials (CVMKTE)

Advanced Certificate

Program Effective Term: Fall 2024

High Demand Occupation High Skill Occupation High Wage Occupation

The Marketing Essentials advanced certificate will provide students with the essential skills for daily marketing management, spanning the major elements of practice in marketing which would allow them to be hired directly into this field. This certificate can be applied to the AAS Marketing degree.

Program Admission Requirements:

Completion of the Digital Business Marketing and Sales certificate

Major/Area Requirements		(18 credits)
BMG 111	Business Law I	3
BMG 140	Introduction to Business	3
BMG 181	Introduction to Supply Chain Management	3
BMG 206	Retail Principles and Practices	3
BMG 212	Consumer Buying Behavior	3
BMG 230	Principles of Management	3

Minimum Credits Required for the Program: 18

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	<u>Marketing Essentials Certificate</u>	Program Code:
Division and Department:	<u>Business/Computer Technologies - Business</u>	
Type of Award:	<input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input type="checkbox"/> Cert. <input checked="" type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.	<u>CVMKTE</u>
Effective Term/Year:	<u>Catalog Year 2024</u>	
Initiator:	<u>Donna Rochester</u>	CIP Code: <u>52.1401</u>
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	<p>This program will provide the student with essential skills for daily business operations, spanning the major fields of practice in marketing.</p> <p>Criteria to enter the program is completion of the Digital Business Marketing & Sales certificate: BMG 160, BMG 205, BMG 207, BMG 155 and BMG 250.</p> <p>This certificate can "nest" into the AAS Marketing degree at WCC.</p>	
Need Need for the program with evidence to support the stated need.	<p>This 18-credit advanced certificate can "nest" into the AAS Marketing degree.</p> <p>The U.S. Bureau of Labor Statistics cites "Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations.</p> <p>About 34,000 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 to retire.</p> <p>Current median pay is \$138,730 per year and \$66.70 per hour.</p>	

Program Outcomes/Assessment	<u>Outcomes</u>	<u>Assessment method</u>
<p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<ol style="list-style-type: none"> 1. Identify the functions of business and how they work together to meet organizational goals. 2. Recognize the various stages of the consumer buying process, including problem identification, the decision to make a purchase, and the post-purchase evaluation. 3. Identify internal psychological factors that influence consumer buying behavior. 	<ol style="list-style-type: none"> 1. BMG 140 outcome-related departmental exam questions 2. BMG 212 outcome-related departmental exam questions 3. BMG 212 outcome-related departmental exam questions

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>BMG 111 Business Law - 3 credit hours BMG 140 Introduction to Business – 3 credit hours BMG 181 Introduction to supply Chain Management - 3 credit hours BMG 206 Retail Principles and Practices - 3 credit hours BMG 212 Consumer Buyer Behavior - 3 credit hours BMG 230 Principles of Management - 3 credit hours</p> <p>Total: 18 credit hours</p>																							
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p> <p>Current courses and current faculty</p>	<table border="1"> <thead> <tr> <th></th> <th>START-UP COSTS</th> <th>ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$.</td> <td></td> </tr> <tr> <td>Training/Travel</td> <td>.</td> <td>.</td> </tr> <tr> <td>Materials/Resources</td> <td>.</td> <td>.</td> </tr> <tr> <td>Facilities/Equipment</td> <td>.</td> <td>.</td> </tr> <tr> <td>Other</td> <td>.</td> <td>.</td> </tr> <tr> <td>TOTALS:</td> <td>\$. 0</td> <td>\$. 0</td> </tr> </tbody> </table>				START-UP COSTS	ONGOING COSTS	Faculty	\$.		Training/Travel	.	.	Materials/Resources	.	.	Facilities/Equipment	.	.	Other	.	.	TOTALS:	\$. 0	\$. 0
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<p>Program Description for Catalog and Web site</p>	<p>The Marketing Essentials advanced certificate will provide students with the essential skills for daily marketing management, spanning the major elements of practice in marketing which would allow them to be hired directly into this field. This certificate can be applied to the AAS Marketing degree.</p>																							

Program Information	Accreditation/Licensure – N/A Advisors – Christie Pagel Donna Rochester Advisory Committee - Yes Admission requirements – Completion of the Digital Business Marketing and Sales certificate Articulation agreements – N/A Continuing eligibility requirements – N/A
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Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Identify the functions of business and how they work together to meet organizational goals.	Outcome-related departmental exam questions	2028	BMG 140	All students enrolled in BMG 140 from W2027 through W2028
2. Recognize the various stages of the consumer buying process, including problem identification, the decision to make a purchase, and the post-purchase evaluation.	Outcome-related departmental exam questions	2028	BMG 212	All students enrolled in BMG 212 From W2027 through W 2028
3. Identify internal psychological factors that influence consumer buying behavior.	Outcome-related departmental exam questions	2028	BMG 212	All students enrolled in BMG 212 From W2027 through W 2028

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

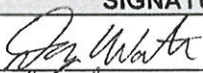




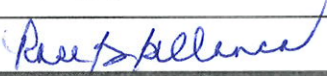
Outcome-related departmental exam questions

- Indicate the standard of success to be used for this assessment.

75 percent of students will score 70 percent or higher.

- Indicate who will score and analyze the data.

Lead Program Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters		11/9/23
Dean	Eva Samulski		11/9/23
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Curriculum Committee Chair	Randy Van Wagnen		2-12-24
Assessment Committee Chair	Jessica Hale		2-13-24
Interim Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Dr. Brandon Tucker		2/15/24
President	Dr. Rose Bellanca		2/18/24
Board Approval			2/27/24

Reviewed by C&A committees on 2/8/24