



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

10/24/2023

Institution

Northwest Missouri State University

Site Information

Implementation Date:

8/1/2024 12:00:00 AM

Added Site(s):

Selected Site(s):

Northwest Missouri State University, 800 University Drive, Maryville, MO, 64468-6001

CIP Information

CIP Code:

521499

CIP Description:

Any instructional program in general marketing and marketing research not listed above.

CIP Program Title:

Marketing, Other

Institution Program Title:

Marketing-GIS

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

N/A

Specific Population Characteristics to be served:

n/a

Faculty Characteristics



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Special Requirements for Assignment of Teaching for this Degree/Certificate:
Terminal or professional qualified faculty per accreditation standards.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
80%

Expectations for professional activities, special student contact, teaching/learning innovation:
Same expectations that currently exist for faculty per institutional requirements.

Student Enrollment Projections Year One-Five

| Year | Full Time | Part Time | Number of Graduates |
|--------|-----------|-----------|---------------------|
| Year 1 | 5 | 0 | |
| Year 2 | 15 | 0 | |
| Year 3 | 25 | 0 | 5 |
| Year 4 | 25 | 0 | |
| Year 5 | 25 | 0 | 15 |

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

This program will not seek accreditation due to the interdisciplinary nature of the program fulfilling needs of the market and not the specific requirements of a given accrediting body other than HLC.

Program Structure

Total Credits:

120

Residency Requirements:

n/a

General Education Total Credits:

42

Major Requirements Total Credits:

72

Course(s) Added

| COURSE NUMBER | CREDITS | COURSE TITLE |
|---------------|---------|--------------|
| see | 0 | attached |

Free Elective Credits:

6

Internship or other Capstone Experience:

Capstone experience in MGMT 54417 strategy course. Students complete a project and other capstone based assignments.

Assurances



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I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: JAY
JOHNSON

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Phone: 660-562-1277

Program Name: Marketing-GIS Major (72 Hours)
CIP: 52.1499

Program Requirements:

- Northwest Core – 44-47 Hours
- Institutional Requirements – 4 Hours
- Common Professional Component – 48 Hours
 - MATH – 17114 – General Statistics – 3 Hours
 - MATH 17116 – Mathematical Modeling – 3 Hours
 - CSIS 44130 – Computers and Information Technology – 3 Hours
 - ACCT 51201 – Accounting I – 3 Hours
 - ACCT 51202 – Accounting II - 3 Hours
 - ECON 52150 – Principles of Macroeconomics – 3 Hours
 - ECON 52151 - Principles of Microeconomics – 3 Hours
 - FIN 53311 – Business Law I – 3 Hours
 - FIN 53324 – Fundamentals of Business Finance – 3 Hours
 - MGMT 54310 – Business Communication – 3 Hours
 - MGMT 54313 – Principles of Management – 3 Hours
 - MGMT 54315 – Operations Management – 3 Hours
 - MGMT 54417 – Strategy and Decision Making – 3 Hours
 - MKTG 55330 – Principles of Marketing – 3 Hours
 - MKTG 55438 – International Business – 3 Hours
 - CSIS 44317 – Management Information Systems – 3 Hours
- Major Requirements – 18 Hours
 - MKTG - 55431 - Logistics Management - 3 Hours
 - MKTG - 55334 - Social Media Marketing - 3 Hours
 - MKTG - 55432 - Marketing Research - 3 Hours
 - MKTG - 55434 - Marketing Management - 3 Hours
 - GEOG - 32221 - Economic Globalization - 3 Hours
 - GEOG - 32365 - Geographic Information Systems - 3 Hours
- Recommended Electives – GIS 6 Hours
 - 300 or 400 level advisor-approved elective – 6 Hours
- Free electives as needed to reach minimum 120 graduation hours