



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:**

**Program Title:** Digital Marketing for Real Estate Certificate

**Degree/Certificate:**

**If other, please list:**

**Options:**

**Delivery Site:** Online, Day Campus, Fort Leonard Wood location, Jefferson City location, Kansas City location, Lake of the Ozarks location, Rolla location, Springfield location, St. Louis location, Waynesville location

**CIP Classification:** 52.1501

**Implementation Date:** 1/1/2020

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**Please list similar or comparable programs at Missouri public institutions of higher education.**

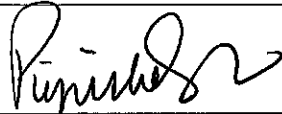
*\*For public institutions only*

**CERTIFICATIONS:**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dr. Piyusha Singh, Provost and  
Vice President for Academic  
Affairs



12/11/19

Name/Title of Institutional Officer

Signature

Date

Re 12-11-19

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
*Admissions procedures and student qualifications do not exceed regular College standards.*
- Characteristics of a specific population to be served, if applicable.  
*Columbia College serves traditional students in the Day Program and specializes in adult education and military education. Columbia College serves nearly 20,000 students each year in more than 30 locations. Columbia College will serve as the exclusive higher educational partner for National Associate of Realtors approximate 1.3 million members with a goal of helping professionalize the real estate field.*

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
*Columbia College adheres to the credential requirements set forth by HLC for all faculty members. Columbia College requires instructors to have at least a master's degree from a regionally accredited institution in the subject to be taught, with relevant coursework and/or professional experience directly related to the course.*
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
*The program will be taught by adjunct faculty which will teach no more than 9 credit hours in a given session, and no more than 6 in-seat credit hours a session. Additionally, once a fulltime faculty member is hired, he or she will teach in this program with a load of 4 courses per academic semester and oversee it.*
- Expectations for professional activities, special student contact, teaching/learning innovation.  
*All online faculty are required to take and pass a new instructor training course prior to being allowed to teach online for Columbia College. Adjunct faculty members are expected to receive training, including training on the incorporation of new technologies in the classroom for teaching/learning and innovation. They are also required to provide their contact information to students and meet performance expectations related to course log-ins, discussion participation, and grading timeliness. These expectations are monitored and enforced by Online Education staff.*

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
40 FTE after five years
- Percent of full time and part time enrollment by the end of five years.  
Percent enrolled full time: 32%  
Percent enrolled part time: 68%

## STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	15	16	11	12	13
Part Time	15	16	22	24	27
Total	30	32	33	36	40

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
10 Graduates per annum at year 3  
12 Graduates per annum at year 5
- Special skills specific to the program.  
N/A
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
*Columbia College's goal is to have all students score at least in the 75th percentile on all tests*
- Placement rates in related fields, in other fields, unemployed.  
N/A
- Transfer rates, continuous study.  
N/A

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
*The Business School intends to seek specialized accreditation for all business programs.*

### 6. Program Structure

- A. Total credits required for graduation: 16
- B. Residency requirements, if any:  
10
- C. General education: Total credits:  
0

*Courses (specific courses OR distribution area and credits)*

Course Number	Credits	Course Title
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***On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.***