

Board Meeting
March 12, 2020

ESTABLISH THE DEPARTMENT OF MARKETING, COLLEGE OF BUSINESS
ADMINISTRATION AND THE GRADUATE COLLEGE, CHICAGO

Action: Establish the Department of Marketing, College of Business Administration and the Graduate College

Funding: No New Funding Required

The Chancellor, University of Illinois at Chicago, and Vice President, University of Illinois with the advice of the Chicago Senate, College of Business Administration, and the Graduate College recommends the establishment of the Department of Marketing.

Marketing is a critical part of the curriculum at leading business schools and is most often a standalone department. At UIC, faculty in the marketing discipline, six tenured, one tenure-track, two clinical, and three lecturers, currently reside in the Department of Managerial Studies. In addition, two additional tenure-track marketing faculty have been hired and will begin their appointments in August 2020. All undergraduates in the College of Business Administration and students in the Master of Business Administration program complete a required introduction to a marketing course, and the MBA offers a concentration in marketing. The College also offers both the Bachelor of Science and Master of Science in Marketing, which enrolled 571 and 23 students respectively in Fall 2018.

Not having a marketing department is inconsistent with the role and importance this discipline plays within the college. The Department of Marketing will be organized with a head and faculty advisory committee as is consistent with the other departments in the College. Marketing faculty, academic programs, and courses will be remapped to the new department.

The Board action recommended in this item complies in all material respect with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Executive Vice President and Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.