

Board Meeting
May 7, 2015

ESTABLISH THE MASTER OF SCIENCE IN MARKETING, COLLEGE OF
BUSINESS ADMINISTRATION, CHICAGO

Action: Establish the Master of Science in Marketing, College of Business Administration

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 Master of Science in Marketing.

The M.S. in Marketing will provide foundational and advanced knowledge of marketing, along with the skills needed for a range of marketing positions and settings. Both strategic and tactical marketing knowledge and skills are cultivated, especially those pertinent to today's rapidly changing marketing environment, where innovation, technology, customer requirements, and competition are intensifying in speed and complexity. A distinguishing quality of this program is the combination of both breadth and depth. Students are provided a broad foundation in marketing, especially in terms of its strategic value, contributions, and workings, and at the same time are given deep expertise in specific areas of marketing through concentrations. Three concentrations will be available (advertising and marketing communications, global and multicultural

marketing, and marketing research), equipping students for employment in these functions. For students more interested in breadth, or non-specialization, elective courses may be taken in any combination as a general curriculum.

Nationally the degree is the fastest growing specialized master's program offered by business schools and colleges. However, the program will be only the second M.S. in Marketing degree offered in the State of Illinois, and the only such program at a public institution.

The program can be completed in one year of full time study, and requires 34-hours of graduate coursework. This is comprised of 14-hours of required courses in the strategy and integration of marketing elements, analytic tools for marketing, marketing research, and professional delivery of marketing content; and 20-hours of electives from which concentration-specific coursework can be selected. Students requiring prerequisite preparation may need an additional semester to complete the degree. Undergraduate students at Chicago considering the M.S. in Marketing can meet the graduate degree's prerequisites by taking these courses as electives towards their baccalaureate programs in any college.

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 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.