CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-005-223

New Self-Support Master of Science in Digital Marketing

Academic Programs Committee	**Date: 02/01/2023**
Executive Committee **Received and Forwarded**	**Date: 02/08/2023**
Academic Senate	**Date: 02/15/2023** **<u>First Reading</u>** **03/08/2023** **<u>Second Reading</u>**

BACKGROUND
The College of Professional and Global Education, in collaboration with the College of Business Administration, proposes to offer a Master of Science in Digital Marketing (MSDM) to students with a strong liberal arts or STEM background from a regionally accredited college or university. The 14 new courses, offered in Fall, Spring, and Summer sessions, are expected to be supported by existing Cal Poly Pomona faculty, teaching as additional workload.

Two other existing programs under the College of Business Administration, the Master of Science in Business Analytics (MSBA) program, which has a similar one-or two-year cohort system, and the Bachelor of Science in Business Administration with an emphasis in Digital Marketing, have both been successful. Students who complete this program will gain skills not only in marketing research, but also data science and research in both primary and secondary data. Graduates are expected to be uniquely qualified for work in positions in growing industries including data analytics, market research, and digital marketing. The newly proposed self-support MSDM program is not expected to supplant other state-supported offerings given the reasons below:

1. The MSDM has unique course offerings related to analytics.
2. Students enrolled in these self-support MSDM program are expected to start and complete this program as a cohort.

The proposed program will have two courses with planned service-learning components, meeting the Polytechnic mission of CPP while offering both a service to the community and invaluable experience to students. In addition, this program will have a STEM designation that allows graduates attending under a student VISA two years after graduation to work versus only one year for non-STEM programs.

RESOURCES CONSULTED
Deans, all colleges
Associate Deans, all colleges
Department Chairs, all colleges
Graduate Program Coordinators, all colleges
Senate Budget Committee
Dr. Juanita Roxas, International Business and Marketing (IBM) Department Chair
Drs. Jae Jung and Randy Stein, IBM Faculty Members

DISCUSSION
The Academic Programs Committee has consulted with the resources listed above and discussed the proposal. The Committee also conducted a campus-wide consultation, and no concerns were raised. According to Drs. Jung, Roxas, and Stein, this program would break even at 15 enrolled students, and they currently have an interest list of 30. Additionally, a digital marketing component introduced in the BSBA several years ago has been very successful and there is currently high demand for social marketing courses. This indicates a high level of interest and a promising future for internal recruitment to the program. Fourteen new courses will be offered (50% in digital

marketing and 50% in analytics) with two designated for community service. The program will feature internships and mentoring with the support of advisory board members. It will not require a thesis. No new faculty will be required. Current faculty will teach in this program as additional workload on top of their stateside commitments. The program is designed to take one or two years. Its STEM designation was sought mainly to aid international students whose visas allow them to work for two years after graduation if their degree is in STEM.

This program is unique in its combination of digital marketing and data analytics, making it an asset to the CBA and to Cal Poly Pomona overall. Graduates from this program will be prepared to enter expanding job markets such as digital marketing, database marketing, marketing science, and web analytics. Furthermore, the program will be reaching out to other Colleges and departments such as Collins College and Apparel Merchandising and Management to solicit more, cross disciplinary teaching in the program, further expanding its appeal. Community service opportunities will allow students the opportunity to learn in real time while further cementing Cal Poly's relationship with its surrounding communities.

RECOMMENDATION
The Academic Programs Committee sees the value in this program and recommends approval of the Self-Support MS in Digital Marketing.