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## Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, June 15, 2018 – Marketing and Strategy Department

Utah State University

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**Utah System of Higher Education  
New Administrative Unit Proposal  
Cover/Signature Page - Abbreviated Template**

**Institution Submitting Request:** Utah State University

**Proposed Effective Date<sup>1</sup>:** 07/01/2018

**Institutional Board of Trustees' Approval Date:**

**Proposed Unit Title:** Marketing and Strategy Department

**Sponsoring School, College, or Division:** Jon M Huntsman School of Business

**Sponsoring Academic Department(s) or Unit(s):**

**Proposed Unit Type:**

<input checked="" type="checkbox"/>	New Administrative Unit
<input type="checkbox"/>	New Center
<input type="checkbox"/>	New Institute
<input type="checkbox"/>	New Bureau
<input type="checkbox"/>	Conditional Three-Year Approval for New Center, Institute, or Bureau

**Chief Academic Officer (or Designee) Signature:**

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

\_\_\_\_\_ Date:

I understand that checking this box constitutes my legal signature.

<sup>1</sup> "Proposed Effective Date" refers to date after Regent approval when new unit is operational or change to unit is published.

## **New Unit Description - Abbreviated Template**

### **Section I: The Request**

**Utah State University requests approval to establish Marketing and Strategy Department effective 07/01/2018. This action was approved by the institutional Board of Trustees on .**

### **Section II: Program Proposal**

#### **Administrative Unit Description/Rationale**

*Present a brief description of the unit. Describe the institutional procedures used to arrive at the action being proposed. Briefly indicate why a new administrative unit or change to the unit is justified. Are similar units offered elsewhere in the USHE or the State? State how the institution and the USHE benefit from the proposed unit or unit change.*

The Management Department in the Jon M Huntsman School of Business is one of the largest and most academically diverse departments at Utah State University. The department has fifty-one full-time faculty and staff, three majors (Business Administration, Marketing, International Business), eight minors (Business, Entrepreneurship, Hospitality and Tourism, Human Resources Management, International Business, Management, Marketing, Operations Management), and two graduate programs (Masters of Human Resources, Masters of Business Administration). It also has nine undergraduate and two graduate student clubs (Society for the Advancement of Ethical Leadership, Entrepreneurship Club, Huntsman Marketing Association, Leaders for Continuous Improvement, Society for Human Resource and Management, Society for International Business and Economic Development, Women in Business Association, Pro Sales, Hospital Administration Association, Master of Business Administration Association, Master of Human Resources Association). The number, diversity, and complexity of programs of study and faculty have made management of the department difficult.

It is proposed that The Management Department be divided into two departments. The new Management Department will include micro business disciplines that are more people focused, as well as law and operations. Faculty in the areas of human resource management, organizational behavior, ethics, law, and operations will remain in the Management department. The proposed Management Department will have 23 faculty and staff. Degree programs housed in the department will include the Bachelor of Business Administration (approximately 673 students) and the Masters of Human Resources (approximately 111 students).

The new department will be named The Department of Marketing and Strategy. It will include more macro and market focused disciplines including Marketing, Strategy, Entrepreneurship, and Leadership. The department will have 28 faculty and staff. Undergraduate degree programs offered will include majors in Marketing (approximately 345 students) and International Business (approximately 118 students). The Masters of Business Administration (approximately 225 students) is a Huntsman School program involving classes from all departments that will be administered by the new Department of Marketing and Strategy.

Dividing The Management Department into two departments each with a tighter cluster of disciplines will benefit students, faculty, and the Huntsman School of Business. Faculty within the proposed departments will share more focused theoretical and conceptual space for teaching and research collaboration. Programs of study will be more manageable, enabling support for them to be more targeted and

presenting opportunities for them to develop a stronger market image. The size of each department will allow strategic planning, people and program support, and overall administrative oversight to be carried out in a more focused manner allowing the units to better support the Huntsman School and the university. It will also enable potential future growth and new initiatives to be managed more meaningfully than can be accomplished by a department that has already exceeded an efficient operating size.

All other universities in the state of Utah have already established departments focusing upon Management/Business Administration and Marketing, indeed having two departments for these functional areas is the norm nationally. The proposed change will enable the Huntsman School of Business to operate in a more effective manner and in a way that is consistent with the structure of leading business schools nationwide.

**Consistency with Institutional Mission/Institutional Impact**

*Explain how the unit is consistent with the institution's Regents-approved mission, roles, and goals. Describe how the existing administrative structures support the proposed unit and identify new organizational structures that may be needed. What changes in faculty and staff will be required?*

The Utah State Board of Regents' Strategic Plan 2025 lists increasing capacity to serve 50,000 + new students by 2025 as a primary objective. It goes on to state that "it will be a significant challenge to grow capacity academically (faculty, course sections, and support staff), physically (capital facilities, infrastructure), and virtually (information technology resources) to keep pace with such rapid enrollment growth over the next decade." In January 2015, the Board of Regents also adopted three long term objectives for higher education in Utah. They included 1. Increase the number of Utahns who decide to access, are prepared for, and succeed in higher education; 2. Increase the percentage of students who persist in and graduate from higher education; 3. Encourage innovation as a core value at each USHE institution, in keeping with its distinct mission.

The proposed division of the Management Department is consistent with positioning the Huntsman School to respond to priorities of the State Board of Regents in a manner that is consistent with the mission of the school and USU. Over the past five years the numbers of students majoring in business administration and marketing have each increased by an average annual rate of over 20% (trends shown below). This growth is expected to continue. The two degrees are both offered throughout Utah using creative live, broadcast, hybrid and on-line pedagogies. In addition, collaboration with Snow College and Salt Lake Community College have helped students completing their associate degrees at those institutions easily matriculate into the USU degree programs in Marketing and Business Administration and take USU classes on those campuses.

**Student Enrollment Trends**

<b>Year</b>	<b>Business Administration</b>	<b>Marketing</b>
2012	322	169
2013	431	207
2014	531	283
2015	581	325
2016	673	345

In addition to the growth and outreach opportunities described above, significant potential exists to more fully leverage other programming (minors, graduate programs, student organizations, experiential learning) and to expand support for students outside the Logan campus. The current administrative structure does not lend itself to the effective management of such opportunities.

### **Finances**

*What costs or savings are anticipated with the actions proposed? What new facilities or modifications to existing facilities or equipment are needed? Describe any budgetary impact on other programs or units within the institution. If new funds are required, describe expected sources of funds.*

The proposed creation of the new department will not involve the addition of new faculty or staff merely a reallocation of existing personnel between the existing and new administrative units. Incremental expenses associated with a new department head will be met from Huntsman School Resources. A recent renovation of the Eccles Business Building, funded by the Huntsman School, created a new department suite, thus no additional resources are needed to situate the new department other than for office equipment and supplies that will be funded internally.