

## Substantial Curriculum Change Form (Present only one proposed curriculum change per form) (Complete only the section(s) applicable.)

**Part I**

(Check one) <input type="checkbox"/> New Course (Parts II, IV) <input type="checkbox"/> Course Revision (Parts II, IV) <input type="checkbox"/> Hybrid Course ("S," "W") <input type="checkbox"/> New Minor (Part III) <input type="checkbox"/> Program Suspension (Part III) <input checked="" type="checkbox"/> Program Revision (Part III)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Department Name</td> </tr> <tr> <td style="width: 50%;">College</td> <td>College of Business</td> </tr> <tr> <td>*Course Prefix &amp; Number</td> <td></td> </tr> <tr> <td>*Course Title (full title±)</td> <td></td> </tr> <tr> <td>*Program Title</td> <td>Certificate in Corporate Communication</td> </tr> <tr> <td></td> <td>Long-Term (University)</td> </tr> <tr> <td colspan="2">If Certificate, indicate Long-Term (University) or Short-Term (Departmental)</td> </tr> <tr> <td>* Provide only the information relevant to the proposal.</td> <td>± If Title is longer than 30 characters see Part IV to provide abbreviation</td> </tr> </table>	Department Name		College	College of Business	*Course Prefix & Number		*Course Title (full title±)		*Program Title	Certificate in Corporate Communication		Long-Term (University)	If Certificate, indicate Long-Term (University) or Short-Term (Departmental)		* Provide only the information relevant to the proposal.	± If Title is longer than 30 characters see Part IV to provide abbreviation								
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**Completion of A, B, and C is required: (Please be specific, but concise.)**

<p><b>A. 1. Specific action requested:</b> (Example: Increase the number of credit hours for ABC 100 from 1 to 2.)                  Increase the number of credit hours to earn Certificate in Corporate Communication from nine to twelve to meet University Certificate standards by adding BUS 207 to existing requirements.                  CCT 550/750</p> <p><b>A. 2. Proposed Effective Academic Term:</b> (Example: Fall 2016)                  Fall 2022</p> <p><b>A. 3. Effective date of suspended programs for currently enrolled students:</b> (if applicable)</p>
<p><b>B. The justification for this action:</b></p> <p>Adding the new course (BUS 207) will further prepare students to employ strategic communication to coordinate internal and external communication processes to create positive client relationships, brand, network, community, influence, and message in furthering endeavors, both in corporate settings and entrepreneurial ventures. Further, modifying the existing Departmental Certificate into a University Certificate (which appears on student transcripts) might be appealing to students, increasing enrollment in the certificate.</p>
<p><b>C. The projected cost (or savings) of this proposal is as follows:</b></p> <p><b>Personnel Impact:</b> None</p> <p><b>Operating Expenses Impact:</b> None</p> <p><b>Equipment/Physical Facility Needs:</b> None</p> <p><b>Library Resources:</b> None</p>

**Part III. Recording Data for Revised or Suspended Program**

1. For a revised program, provide the current program requirements using ~~striketrough~~ for deletions and *underlines* for additions.
2. For a suspended program, provide the current program requirements as shown in catalog. List any concentrations and/or minors affected by the program's suspension.

Revised\* Program Text  
 (\*Use ~~striketrough~~ for deletions and underlines for additions.)

**CIP Code: 52.1401**

**CERTIFICATE IN CORPORATE COMMUNICATION**

The Certificate in Corporate Communication is offered for all undergraduate students who need to increase their professional communication effectiveness in their field of study. The Certificate is designed to provide training in international communication, oral and written business presentations, research and reporting, and production of business publications. These skills are transferable to any profession and are crucial in tasks such as communicating organizational change, establishing and implementing goals, communicating internally, relating to employees, dealing with the public, and addressing the stakeholders during crisis. Students must earn at least 6 9 of the 9 12 hours required for the certificate in residence at ECU and must earn a "C" or better in all courses comprising the certificate.

Requirements..... 9 12 hours

CCT 201 or 300W; BUS 207 or CCT 201; BUS 301W or CCT 300W; CCT 310; and CCT 550/750.

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<input type="checkbox"/> (Check one)	Department Name	n/a
<input type="checkbox"/> New Course (Parts II, IV)	College	College of Business
<input type="checkbox"/> Course Revision (Parts II, IV)	*Course Prefix & Number	
<input type="checkbox"/> Hybrid Course ("S," "W")	*Course Title (full title±)	
<input type="checkbox"/> New Minor (Part III)	*Program Title	Certificate in Marketing Research & Analytics
<input type="checkbox"/> Program Suspension (Part III)		
<input checked="" type="checkbox"/> Program Revision (Part III)	If Certificate, indicate Long-Term (University) or Short-Term (Departmental)	
	* Provide only the information relevant to the proposal.	± If Title is longer than 30 characters see Part IV to provide abbreviation

  

Proposal Approved by:	<u>Date</u>	<u>Date</u>
Departmental Committee	September 28, 2021	Council on Academic Affairs
College Curriculum Committee	10/8/2021	Faculty Senate**
General Education Committee*	NA	Board of Regents**
Teacher Education Committee*	NA	EFFECTIVE ACADEMIC TERM***
Graduate Council*	NA	

\*If Applicable (Type NA if not applicable.)  
 \*\*Approval needed for program revisions or suspensions.  
 \*\*\*To be added by the Registrar's Office after all approval is received.

**Completion of A, B, and C is required: (Please be specific, but concise.)**

<p><b>A. 1. Specific action requested:</b> Convert the 12-hour departmental certificate to the 12-hour long-term university certificate.</p> <p><b>A. 2. Proposed Effective Academic Term: Fall 2022</b></p> <p><b>A. 3. Effective date of suspended programs for currently enrolled students: n/a</b></p>
<p><b>B. The justification for this action:</b> Converting to the long-term certificate (1) provides greater value to our students in terms of leveraging this program in job search; (2) allows the college of business and the marketing program to market advantages of this credential in recruiting and partnering with other departments and majors across campus; and (3) fully takes advantage of an opportunity afforded by the university related to the recent requirement change of the university that now recognizes a 12-hour program as a university long-term certificate.</p>
<p><b>C. The projected cost (or savings) of this proposal is as follows:</b></p> <p><b>Personnel Impact:</b> no additional personnel are needed.</p> <p><b>Operating Expenses Impact:</b> no additional expenses are needed.</p> <p><b>Equipment/Physical Facility Needs:</b> no extra equipment/physical facility are needed.</p> <p><b>Library Resources:</b> no additional library resources are needed.</p>

**Part III. Recording Data for Revised or Suspended Program**

1. For a revised program, provide the current program requirements using ~~strikethrough~~ for deletions and *underlines* for additions.
2. For a suspended program, provide the current program requirements as shown in catalog. List any concentrations and/or minors affected by the program's suspension.

Revised\* Program Text  
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**CIP Code: 52.1401**

### Certificate in Marketing Research and Analytics

The Certificate in Marketing Research and Analytics is offered for all **undergraduate** students who need to increase their research and analytical skills in their field of study in the context of problems that firms face. The growth in technology has allowed for firms to capture more information than ever, and as such the need for strong marketing research and analytical skills is one of the fastest growing jobs in industry. The Certificate is designed to provide training in digital marketing, marketing research process, marketing research methodology with particular emphasis on both qualitative and quantitative analysis techniques including multivariate data analysis, qualitative research, and experimental design. Furthermore, students will be involved in the research process with hands-on projects and gain valuable digital and research experience that will prepare them to address the needs of businesses and organizations across all industries. Students must earn at least 6 of the 12 hours required for the certificate in residence at EKU and earn a "C" or better in all courses comprising the certificate.

Required Courses .....12 hours

BUS 305 or MKT 301; MKT 455; **CIS 430 or** MKT 401 or 456; and **MKT** 457

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<input type="checkbox"/> Program Suspension (Part III)	*Program Title	Certificate in Sales
<input checked="" type="checkbox"/> Program Revision (Part III)	If Certificate, indicate Long-Term (University) or Short-Term (Departmental)	
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**CIP Code: 52.1401**

Certificate in Sales

The Certificate in Sales is offered for all undergraduate students who are interested in a rewarding sales career. The courses in this certificate go beyond theory, providing students valuable skills to help them be successful in real sales environments. The courses are taught using a combination of lectures, hands-on exercise, business cases, projects, and role playing. This certificate will serve as solid evidence of a professional training in sales for company recruiters. Students must earn at least 6 of the 12 hours required for the certificate in residence at ECU and must earn a "C" or better in all courses comprising the certificate.

Required Courses.....12 hours

BUS 305 or MKT 301, 310, 408, 431