

APPENDIX D

UNIVERSITY OF NORTH CAROLINA

REQUEST FOR AUTHORIZATION TO DISCONTINUE A DEGREE PROGRAM

Date: ____December 12, 2014____

Constituent Institution: **North Carolina State University**

CIP Discipline Specialty Title: **Sales and Marketing Operations/Marketing and Distribution Teacher Education**

CIP Discipline Specialty Number: **13.1310** Level: B **X** M _____ I _____ D _____

Title of Authorized Program: **Business and Marketing Education**
Degree Abbreviation: **BS**

Date of Proposed Discontinuation: **January 2015**

Does the discontinuation of the program involve the discontinuation of an off-site or online delivery of the program? Program **N/A** Site or Online **N/A**

If the program to be discontinued is offered at off-campus sites, please list them. **N/A**

- | | | | |
|-----|--------|----------|---------|
| (1) | _____ | _____ | _____ |
| | (city) | (county) | (state) |
| (2) | _____ | _____ | _____ |
| | (city) | (county) | (state) |
| (3) | _____ | _____ | _____ |
| | (city) | (county) | (state) |

1. Explain why the program is being discontinued.

NC State recommends that the bachelor's degree be discontinued because of long-term and persistent low enrollment and very few degrees awarded and the fact that the program is highly unlikely to grow sufficiently to have a critical mass of students.

2. If the program addresses high priority needs, how will those needs be addressed by other programs?

We plan to restructure the program by combining it with another undergraduate degree program within the College of Education, and creating an MKE concentration. We plan to look at the Business and Marketing Ed curriculum to see if some efficiencies can be put into place (e.g. common courses for the different concentrations in the restructured degree). In addition to this restructuring, steps will be taken to increase enrollments. These steps include: active recruitment in the University's First Year College and Poole College of Management, development of an articulated program of study with Wake Technical Community College and Johnston Community College for students to transfer into the MKE program upon the successful completion of two years of study and working more closely with the CED Recruiter to recruit high school students into MKE.

3. Describe steps to be taken to allow students enrolled in the program to complete their courses of study.

Students in the present Business and Marketing Education program will be offered the choice of continuing in the program and earning the degree or switching to the new concentration. NC State will officially discontinue the program when all continuing students have been graduated or have otherwise left the program. The university will cease accepting applications for the BS in Business Marketing Education at the beginning of spring semester 2015. Applications already submitted will be transferred to the concentration. The initial enrollment of students in the new concentration will be in fall semester 2015.

Consequences of Discontinuation

How many faculty members will be reassigned? **None**

How many staff will be reassigned? **None**

How many EPA non-faculty will be reassigned? **None**

How many faculty, staff, or EPA non-faculty will be discontinued? **None**

How much funding is to be reallocated based on this discontinuation? **None**

Name, title, telephone, and e-mail of contact person for this notification of discontinuation:

Duane K. Larick, Vice Provost for Academic Strategy and Resource Management, 919-515-2196, duane_Larick@ncsu.edu

Signature of Chancellor (or designee): _____