



Middlesex Community College Marketing Self-Study Appendix

Prepared by: Sue Lugli

APPENDIX A: MARKETING CAREER: GRADUATION CHECKLIST

Career Degree Student's Name _____ Student's ID _____ Final Draft 2/17/17



Middlesex Community College
Marketing Associate in Science Degree
GRADUATION CHECKLIST – CATALOG YEAR 2017-18

This program is a **Career-Oriented Degree** that provides skills and knowledge, often in the form of a credential or qualification, that allow for direct entry into the work force. These degrees may serve as transfer degrees with or without a guarantee that additional credits will not be needed at the baccalaureate level within the CScU system.

Category	Course	Cr	Semester Taken	Grade
General Education Requirements for Career Programs (22-23 credits)				
Aesthetic Dimensions	Choose One from: ART* 121, DGA* 101, DGA* 110, DGA* 231 OR DGA* 241	3		
Two courses chosen from any of these competencies: Aesthetic Dimensions, Historical Knowledge, Oral Communication, Social Phenomena, and/or Written Communication	Choose two from: ART* 121, DGA* 101, DGA* 110, DGA* 231, DGA* 241, BBG* 115, PSY* 111, SOC* 101, ENG* 102	3		
	COM* 120 OR COM* 125	3		
Quantitative Reasoning (Career)	MAT* 167: Elementary Statistics and Probability I	3		
Scientific Knowledge OR Scientific Reasoning Elective		3-4		
Social Phenomena	ECN* 101: Principles of Macroeconomics OR ECN* 102: Principles of Microeconomics	3		
Written Communication	ENG* 101: Composition	3		

Program Requirements (39-41 credits)				
BMG* 202: Principles of Management		3		
BMK* 201: Principles of Marketing		3		
BBG* 231: Business Law I OR BBG* 234: Legal Environment of Business		3		
ACC* 113: Financial Accounting OR ACC* 100: Basic Accounting		3		
BMG* 204: Managerial Communications		3		
Choose one from: (Circle One) ACC* 117: Managerial Accounting, BBG* 234: Legal Environment of Business, BBG* 295: Cooperative Work Experience, BES* 118: Small Business Management OR BFN* 201: Principles of Finance		3		
BBG* 115: Business Software Applications OR CST* 201: Intro to Management Information Systems		3		
Choose four from: BMK* 103: Principles of Retailing, BMK* 106: Principles of Selling, BMK* 123: Principles of Customer Service, BMK* 216: Internet Marketing, BMK* 230: Advertising and Promotion COM* 120: Social Media		3		
		3		
		3		
		3		
		3		
Choose two from: ART* 121, CSA* 135, CSA* 140, COM* 173, COM* 201, DGA* 101, DGA* 110, DGA* 120, DGA* 231 OR DGA* 241		3		
		3		
TOTAL CREDITS		60-61		

ART* 121: Two-Dimensional Design
 CSA* 135: Spreadsheet Applications
 DGA* 110: Computer Graphics
 DGA* 241: Internet Web Design I
 COM* 173: Public Speaking

COM* 120: Social Media
 CSA* 140: Database Applications
 DGA* 120: Digital Imaging I
 PSY* 111: General Psychology I
 COM* 201: Public Relations

COM* 125: New Media Production
 DGA* 101: Introduction to Digital Arts
 DGA* 231: Digital Page Design I
 SOC* 101: Principles of Sociology
 ENG* 102: Literature & Composition

APPENDIX B: BUSINESS ADVISORY ROSTER 2012-16

MIDDLESEX COMMUNITY COLLEGE BUSINESS ADVISORY COMMITTEE			<i>2015-16 Membership Roster</i>
Ms. Elizabeth Bailey 36 Trumbull Drive Wallingford, CT 06492 e.bailey@comcast.net	Mr. Quentin 'Q' Phipps ED, Middletown Downtown Business District 330 Main Street, Suite 200 Middletown, CT 06457 Info@middletowndowntown.com	David W. Peters, Vice President Brown & Brown of Conn., Inc. 55 Capital Blvd. Suite 100 Rocky Hill, CT 06067 dpeters@bbhartford.com	
Ms. Kathy Bazinet Technical Sales Manager IBM, 1 Financial Plaza, 12 th floor Hartford, CT 06103 bazinetk@us.ibm.com	Ms. Cristina Hingham CCSU 1615 Stanley Street New Britain, CT 06050 chingham@ccsu.edu	Timothy Roy President OBTA Care tim@obtacare.com	
Sherrie Price Marketplace Vice President Southern N.E. RICOH USA 488 Wheelers Farms Road Milford, CT 06460	Mr. Robert Shulman Vice President Suburban Stationers Middletown, CT bobs@suburbanop.com	Mr. Thomas D. Comer, CPA Comer & Company, CPA's LLC 61 Main Street Middletown, CT 06457 dpktom@snet.net	
Leslie Cummings, Direct H.R. Business Partner ESPN 5454 Middle Street Bristol, CT 06010 Leslie.Cummings@espn.com	Mr. Michael Silverman, District Manager Fastenal 597 Middle St. Bristol, CT 06010 Phone (203) 623-0090 msilverm@fastenal.com	Ms. Nancy Cronin A R Mazzotta Employment 160 Broad Street Middletown, CT 06457 nancy@armazzotta.com	
Bill Ward Middletown, Southeastern CT SCORE PO Box 283 Old Saybrook, CT 06475 longhillbill@gmail.com	Pamela Gracey AFLAC 860-575-3381 local.aflac.com/pamela_gracey/Agent pamela_gracey@us.aflac.com	Mr. Najib O. Habesch, Senior Vice President The Beta Group, Inc. 750 Old Main St., Ste. 100 Rocky Hill, CT 06067 nhabesch@beta-inc.com	
Carol-Ann Myers, CSCP Controller BrandTech® Scientific, Inc. 11 Bokum Road Essex, CT 06426 cmyers@brandtech.com	Phil Ouellette Eli Cannon's 695 Main Street Middletown, CT 06457 phil@elcannons.com	Carrie Carella NoRA Cupcake Company 700 Main Street Middletown, CT 06457 860-788-3150 carrie@noracupcake.com	

APPENDIX C: BUSINESS ADVISORY MEETING MINUTES

Business Department Business Advisory Meeting Minutes

November 3rd , 2016

Present: Patty Raymond, Nancy Kelly, Ben Boutaugh, Susan Lugli, Dr. Lin Lin, Landi Hou (all from MxCC), Nancy Cronin (AR Mazzotta), Leslie Cummings (ESPN), Thomas Corner, CPA (Corner & Company, CPA's LLC), Bill Ward, (Southeastern CT SCORE) Carol-Ann Myers (BrandTech), Sherrie Price (Ricoh), Pamela Gracey (AFLAC), Kevin Wilhelm, Untied Way

- **Call to order**
 - Meeting was called to order at 4:50pm

College Updates:

- **State Budget Cut Impacts**
 - Held a brief discussion around Meriden and the potential State Budget impacts.

Curriculum updates:

- **TAP Pathways update**
 - P. Raymond reported that the Business TAP pathways has come out of committee and will be voted on at MxCC in the coming months.
- **Business Administration Program Review**

Every seven years the Board of Regents requires a program to review its curriculum. We completed the Business Administration and presented it to the school this past September.

Recommendations from the Peer Review Team:

- 1. Use the Advisory Board to recruit internships for students and to mentor students.**
- 2. Pursue Perkins Funding for Business Assistants.**
- 3. Seek funding for marketing materials by looking for sponsorship of the materials.**
- 4. Accelerated programs should be pursued as a way to differentiate our program and to reach more markets.**
- 5. The Business Skills Certificate and the Entrepreneurship Certificate should be merged into one certificate program.**
- 6. The Entrepreneurship Certificate should be also billed as a Pre-MBA program for MBA programs.**
- 7. Create niche Certificates that encompass smaller groups of classes and create and market to cohorts.**
- 8. Offer hybrid courses to accelerate courses and go on site to local businesses to offer accelerated courses.**
- 9. Partner with Middletown and Meriden to pursue ImpactCt grants, a new Connecticut program that promotes small business and entrepreneurship in local communities.**

- 10. Offer Introduction to Business BBG101 as a CCP program.**
- 11. Offer an E-Portfolio site for students to use as a personal branding site.**
- 12. Look to Friday night/Saturday morning and hybrid courses to accelerate course offerings.**
- 13. Develop flexible scheduling with several alternatives for day, night, hybrid and online classes.**

- **Articulation**
 - N. Kelly and S. Lugli are working on multi-program/discipline articulation agreements with Albertus Magnus, Post University, and Goodwin College.
- **Internship successes**
 - Brown and Brown Insurance has continued to hire our interns after the internship is over. Two more of our graduating students will join the firm full time. Last year's graduates have been licensed and one has been promoted. We will have another summer intern and we hope that this pattern continues.
- **Current Economic Conditions / Market Trends from Business Community**
 - Bill Ward, from SCORE had two of this peers join us for a discussion of additional training opportunities for our students.
 - Nancy Cronin, AR Mazzotta Employment is seeing a bit more opportunities.
 - Leslie Cummings, discussed the use of infographics in the workplace.
 - There was a general discussion around creating mentorship opportunities.
- **Next meeting will be scheduled for late Spring 2017**
- **Meeting Adjourned 6:27pm**

Business Department Business Advisory Meeting Minutes

April 19, 2016

Present: Patty Raymond, Nancy Kelly, Ben Boutaugh, Susan Lugli, Dr. Lin Lin, Landi Hou (all from MxCC), Nancy Cronin (AR Mazzotta), Leslie Cummings (ESPN), Thomas Corner, CPA (Corner & Company, CPA's LLC), Bill Ward, (Southeastern CT SCORE)

- **Call to order**
 - Meeting was called to order at 4:50pm

College Updates:

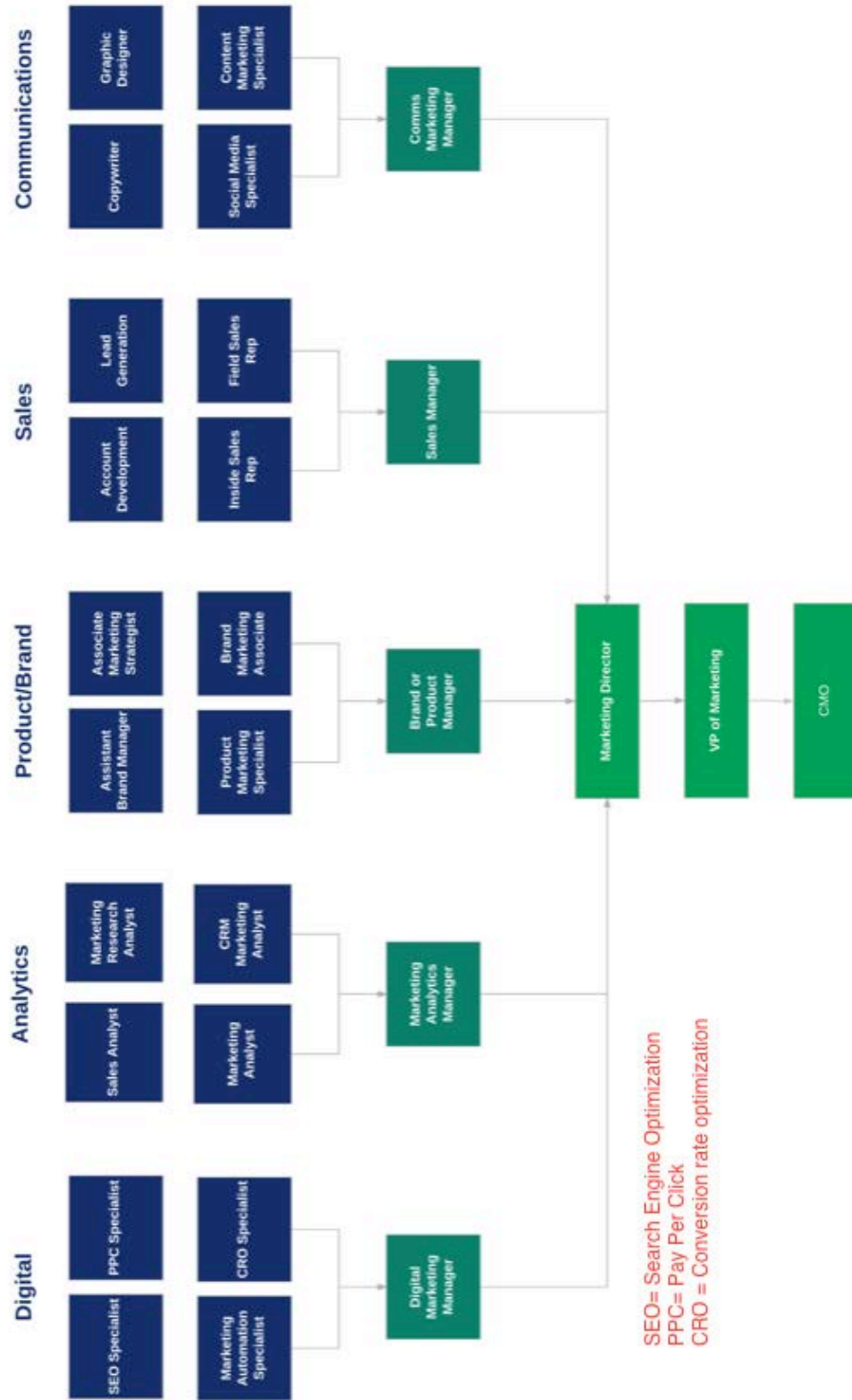
- **State Budget Cut Impacts**
 - We do not know the impact of budget cuts on our campus yet. The belt tightening has required us to shadow additional course offerings. The shadowing process requires a course to reach a specific number before the second course will open up. This may have impacts that we will have to watch for when it comes to enrollment numbers. This is a common practice at some private and public schools.
- **Non-credit courses**
 - Lin Lin discussed MxCC's focus on building up the non-credit course offerings. The goal is to increase revenues. Staff will be encouraged to create and offer courses that are not-for credit.

Curriculum updates:

- **TAP Pathways update**
 - P. Raymond reported that 11 TAP pathways has been submitted, approved and implemented. Her committee is waiting for Business and it seems to be still be in committee.
- **General Education Curriculum Update**
 - All three programs had to create new Transfer-Oriented Degree graduation checklists with new general education requirements. This is a result of the two-year exercise of creating designated General Education requirements for transfer programs. These require a student to have 31-32 credits that fall under specific general education competencies. The additional program course requirements will be specific to each program. Both programs lost an open elective (it really moved up to general electives.)
 - Business Administration and Accounting are transfer-oriented degree pathways and the Marketing program is now a career-oriented degree. Marketing students can chose between the two. In the next academic year, (2016-2017) Marketing will have its program review and focus will be on how to make the degree more relevant to the changing marketing environment.
- **Business Administration Program Review**
 - Every seven years the Board of Regents requires a program to review its curriculum. We are currently working on the Business Administration review and have assembled a peer review team. The goal will be to have it completed by the end of the semester with recommendations to be presented for the fall of 2016. This review will also reflect on our certificate programs.
- **Articulation**

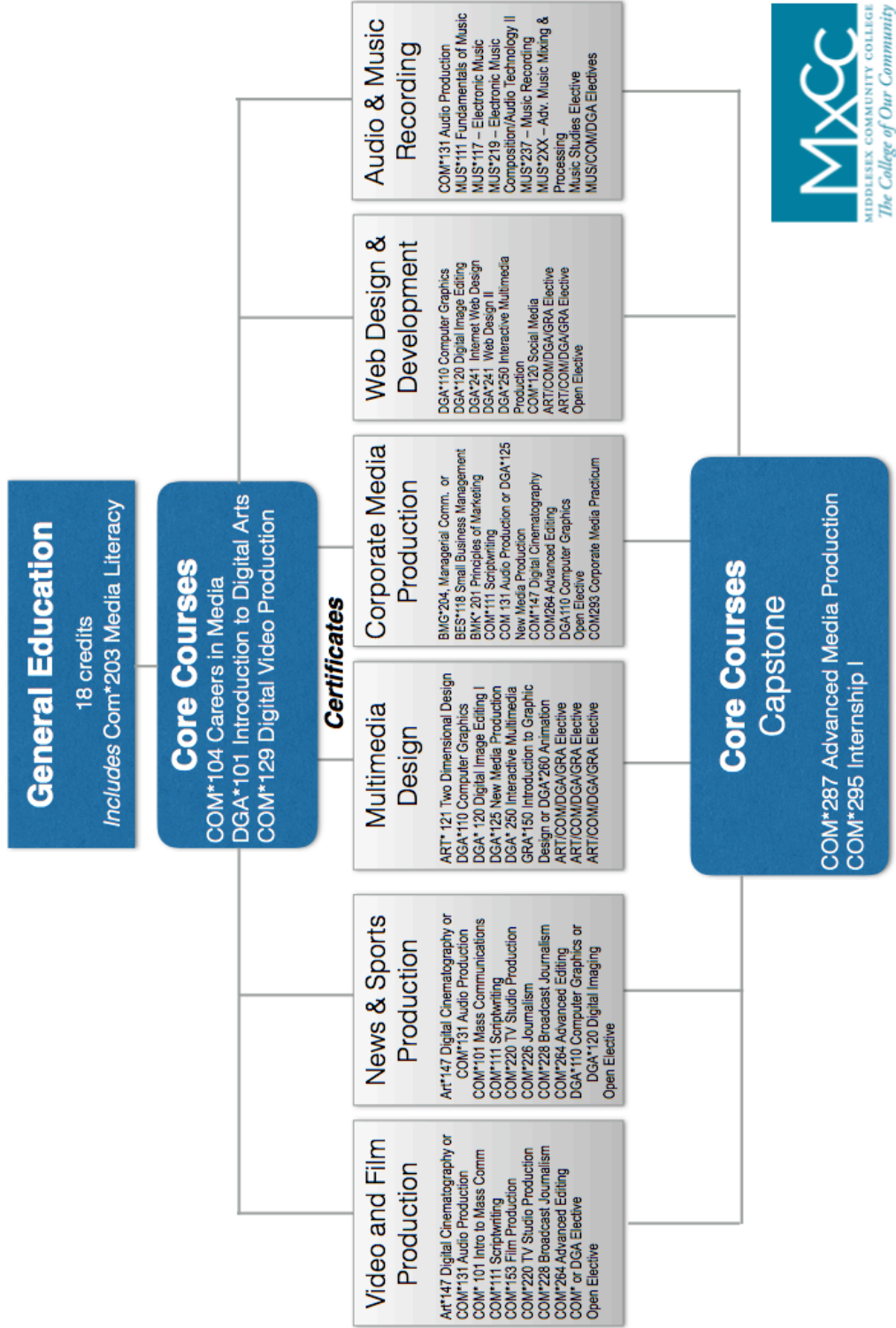
- The Academic Dean, Steve Minkler have asked N. Kelly and S. Lugli to spearhead multi-program/discipline articulation agreements with Quinnipiac University, Albertus Magnus, Post University, and Goodwin College. This will be a project for the 2016-2017 academic year.
- **Graduation rates for Spring 2016**
 - The **Accounting program** will graduate students with an AS degree and – with a certificate.
 - The **Business Administration program** will graduate students with an AS degree and – with a certificate.
 - The **Marketing** program will graduate students with an AS degree and – with a certificate.
- **Internship success**
 - Brown and Brown Insurance has continued to hire our interns after the internship is over. Two more of our graduating students will join the firm full time. Last year's graduates have been licensed and one has been promoted. We will have another summer intern and we hope that this pattern continues.
- **Current Economic Conditions / Market Trends from Business Community**
 - Bill Ward, from SCORE reported that they are seeing full attendance at their social media trainings. How to start a Facebook page for your small business gets 30-40 people each time it runs. Many people are also looking for ways to start non-profits.
 - Tom Comer, Comer & Company addressed the difficulties in getting internships for accounting majors. There is just too much detail in the work and often there is very little time to train.
 - Nancy Cronin, AR Mazzotta Employment is seeing a bit more opportunities for associate degrees. The biggest shift is from specific qualifications to soft skills. Companies are looking at trainability, attitude, culture match and a positive attitude. These are all skills we work into our courses.
 - Leslie Cummings, ESPN agreed that while specific skills are required in the tech areas, fit is a key component of hiring. There was a recent hiring event with ESPN and MxCC new media students. While the openings are few they do look for growth and knowledge of new technology.
 - There was a general discussion around making sure students know how to dress for success. Often they do not have the money to buy business attire. There are several programs that help students obtain business attire and we will seek out those resources.
- **Next meeting will be scheduled for late October 2016.**
- **Meeting Adjourned 6:30pm**

UNDERSTANDING CAREERS IN MARKETING



APPENDIX D:

Digital Media Production



APPENDIX E:

APPENDIX F:

Marketing Program Peer Review Meeting Minutes

May 12th, 2017

12:00pm to 3pm

Middlesex Community College, Chapman Hall room 803

Attendees:

Sue Lugli, Program Coordinator, Business Administration & Marketing

Ken Colwell, Dean CCSU School of Business

Nancy Grasselli, Marketing Professor, Tunxis Community College

Carol Ann Myers, BrandTech Scientifics

Micayla Westerberg, current MxCC student

Denise Carter, current MxCC Marketing student, soon to be graduate (Marketing professional)

After introductions, the group reviewed the Marketing Program review document. The enrollment rates have dropped considerably since 2014. Much of the drop has been due to the transferability of the degree. The Business Administration and now the new Business Studies pathway will continue to take a majority of these students. After much discussion, the group felt it would be best to discontinue the Marketing Career pathway. Students can choose the Communications or Business studies pathways.

The next discussion, focused on Digital Marketing and the viability of a Digital Marketing career option. The two students in the group represented two different perspectives of what they were looking for in a Marketing Associates degree. Micayla Westerberg came to us right out of high school looking for the marketing degree. She plans to open a business and feels that this degree will give her the business and marketing skills she will need most for her business. Denise Cater has been a Marketing Professional for 30 years. She came to the program to develop skills in digital marketing. Many of the courses were out of the Marketing Program's current offerings and she has had to get waivers for graduation. Both expressed the need for a digital marketing option.

There was considerable discussion around the Digital Media Production umbrella and whether the Digital Marketing Certificate should fall under that umbrella. The group felt that it was important for it to fall under the Business Discipline. The New Media Production program is more about production skills and focuses less on business skills. Content Marketing is the underlying theme of the certificate.

The courses under the Digital Marketing certificate should be:

1. BMK*201 Principles of Marketing - current course

2. BMK*216 Digital Marketing - currently called Internet Marketing (course must cover Search Engine Optimization (SEO) in the course)

3. COM*120 Social Media Marketing - current course but need to add marketing to the title (course must cover SEO and analytics in the course)

4. COM*125/DGA*125 New Media Production - current course

5. DGA*241 Internet Web Design I (a course that includes Graphics & Digital Imaging for websites and including Wordpress)

The two prerequisites for the program are: ENG*101 English 101 and possibly COM*101 Mass Communications.

With these courses, the student could still pursue three separate pathways, Business Studies, Communication Studies, and General Studies. Making this certificate very "stackable." The outcome that would be a result of a student graduating with this certificate would be a Digital Marketing/Social Media coordinator position.

The peer group did not recommend creating a sales & negotiation certificate option. They felt that students that want sales careers do not need a certificate. They can easily enter the work force without certification.

In keeping up with the constantly changing digital environment it would be a good idea to look to the non-credit courses offered in the community to look for synergies.