



September 25, 2019

Dr. Emily A. A. Dow
Assistant Secretary for Academic Affairs
Maryland Higher Education Commission
6 North Liberty Street
Baltimore, MD 21201

Dear Dr. Dow:

Thank you for the opportunity to respond to the Marketing program proposal submitted by McDaniel College. This new proposed Marketing program represents an unreasonable program duplication and would cause harm to our existing MHEC approved Marketing program that is currently being offered at Coppin State University. We are currently working on increasing enrollment and one item of our action plan is to offer the program online, thereby designating it "Statewide".

Taking this program online will allow us to not only reach students in surrounding areas, but worldwide as well. We have and plan to invest significant resources into our Marketing program and we strongly believe that McDaniel College's proposal will negatively impact our program by risking loss of enrollment and possibly being designated as a low productivity program. We have the capacity to add more students to our program and we are actively pursuing an ambitious action plan to increase enrollment and the proposed program would greatly hinder these efforts.

Coppin State University is committed to serving the needs of our surrounding communities and the needs of students throughout Maryland and beyond. The goal of our Marketing program is to increase enrollment through reaching a larger pool of potential students throughout the state. Again, I would like to thank you for the opportunity to provide feedback and I hope that these concerns will be taken into consideration.

I am appreciative of your willingness to review our claim and support the notion that McDaniel's proposal is one of unreasonable – and potentially harmful – duplication. CSU looks forward to your response.

Sincerely,

Leontye L. Lewis, Ed.D.
Provost & Vice President for Academic Affairs

CC: Dr. Mickey L. Burnim, President
Dr. Sadie R. Gregory, Interim Dean, College of Business
Dr. Antoinette Coleman, Associate Vice Chancellor, University System of Maryland
Dr. Shingirayi Mushonga, Chair and Assistant Professor, College of Business