

October 8, 2019

James D. Fielder, Jr., Ph.D.
Secretary of Higher Education
Maryland Higher Education Commission
6 North Liberty St., 10th Floor
Baltimore, MD 21202

Dear Secretary Fielder:

I am responding to the letter submitted by Coppin State University (CSU) in response to our proposed undergraduate B. A. in Marketing. Although their letter did not appear to meet the criteria of an objection as outlined in the Code of Maryland Regulations, COMAR 13B.02.03.27(B), and no supporting evidence was provided to support their claims, we will respond nonetheless. In accordance with COMAR 13B.02.03.09, we provide evidence below to refute the assertion that our proposed major is an unreasonable program duplication which would cause demonstrable harm to another institution.

Our program is not an unreasonable duplication which would cause demonstrable harm to another institution

Consistent with our mission as a liberal arts institution, our proposed Bachelor of Arts in Marketing emphasizes both the art and science of marketing rather than a Bachelor of Science. While the marketing curriculum of CSU and McDaniel have a similar core of coursework focusing on economics, accounting, statistics, marketing, consumer behavior, international/global marketing, & strategy/policy, the programs have different emphases beyond that core. The rest of the courses in the marketing major offered by CSU focus on business and management; McDaniel's curriculum emphasizes the specific skills required from different disciplines in order to be successful in the marketing industry: quantitative research, qualitative research, artistic skills (e.g., graphic design, multimedia), and communication and writing skills (see addendum). Therefore, our proposed B.A.in Marketing takes an interdisciplinary, liberal arts approach, which differs from the B.S. offered by CSU.

In addition to different structures of our majors, our institution differs from CSU in the students we attract. Based on data from an online survey sent to the 3,458 students admitted to McDaniel College in 2019 (including those who enrolled and those who went elsewhere), we can report which other institutions our admitted students were considering (840 respondents, 24.3% response rate). Not surprisingly, it appears that students who are interested in the type of experience offered by a private, suburban, liberal arts college such as McDaniel College are different from those interested in a historically black university such as CSU. When admitted students were asked which school they would have attended as a second choice had they not chosen McDaniel, only 0.9% listed Coppin State University as their second choice. Of those who had applied to McDaniel but chose to go elsewhere, none chose Coppin State University.

As the table below indicates, McDaniel College draws a very different student body than CSU. CSU students tend to be significantly older (median age 29), are far less likely to live on campus (only 26%) and are less likely to be full-time students (69%). McDaniel College students tend to come directly from high school (median age 20), most live on campus (82%), and 99% enroll full-time. Given the differences in the students we attract and the different experiences they seek from us (residential and full-time), we do not believe McDaniel competes with CSU for students now nor will it in the future.

	McDaniel College	Coppin State University
Residential Students	82%	26%
Full-time students	99%	69%
Male/Female ratio	49%/51%	25%/75%
Median Age	20	29
Transfer students (as a percentage of incoming First-Year students)	12%	n/a
Retention Rate (5-year average)	80% overall 79% students of color 76% first-gen.students	66%
Graduation Rate, 6 year/150% (5-year average)	67% overall 65% students of color 66% first-gen. students	24%
Campus Type	Suburban	Urban
Degree types	B.A.	B.S.

Source: Self-reported from institutions via their respective websites, IPEDS

Therefore, we do not see evidence that our proposed major at McDaniel College will reduce the enrollment of Coppin State given that our institutions attract different students. The 30+ mile distance between the two campuses is enough to draw different student bodies and places McDaniel College as the only four-year college in Carroll County, a region which would benefit from this program. According to the National Center for Education Statistics (IPEDS survey 2014), Maryland ranks 7th in the country for having the most students leave the state for their college education (37.1%). As a point of comparison, only 18.2% of high school graduates from Virginia leave their home state for college. With over 15,200 students leaving Maryland to attend college elsewhere, we hope to provide additional, appealing choices for Maryland students to pursue their college education in their home state, specifically for the students who tend to be attracted to a residential liberal arts college like McDaniel. As described in our original

proposal, the Bureau of Labor Statistics predicts 10% growth from 2016 to 2026 in employment opportunities in advertising, promotions, and marketing, faster than the average expected growth for all occupations. Maryland needs more, not fewer, programs in this area of workforce demand, and the existence of multiple programs is fully justified.

Our marketing program will not be offered online

Coppin State University has plans to create a Marketing degree, offered entirely online, and their letter expresses concern that our proposed major could negatively impact their enrollment. However, McDaniel College is a residential campus with 82% of our students residing in on-campus housing. Students interested in an online degree would be very unlikely to apply to a residential college where almost all courses occur face-to-face. Our institution typically offers a very small number of online courses during the summer to help our students meet some of their general education requirements when they are living away from campus during the summer (10-16 each summer) and these courses are not upper-level courses within a major. During the fall and spring semester, our undergraduate courses are offered almost entirely face-to-face with only 2 to 10 exceptions a semester. We have no intention of developing entire undergraduate degrees online, and this was stated clearly in Section P of our original proposal. Therefore, we do not believe that our face-to-face program would appeal to the same students who might be interested in pursuing an online marketing degree through Coppin State University, should CSU develop such a program in the future.

In conclusion, our proposed B.A. is not duplicative of the B.S. offered by CSU as is evident by the different emphasis of our curriculum. Furthermore, our program will not cause demonstrable harm to CSU given that our institutions recruit different students and are thus not in direct competition with each other. Given that 37.1% of students leave Maryland for their college education, our proposed program will provide opportunities for students interested in this major to stay in Maryland and attend an institution with documented positive outcomes for students of color, first-generation students, and other students as well.

Thank you for the opportunity to address the objection raised by Coppin State University. Given the data provided above, we do not believe the objection is merited. We respectfully ask MHEC to approve this program.

Sincerely,

A handwritten signature in blue ink, appearing to read "Roger Casey", is written over a horizontal line.

Roger Casey, Ph.D.

President

Addendum

Curricular Differences in the Majors at CSU and McDaniel

Coppin State University (3 credits/class)	McDaniel College (4 credits/class)
SIMILARITIES	
ACCT 210 Financial Accounting 1	BUA 1101 Principles of Accounting I
BDSC 322 Business Statistics	STA 2215 Introduction to Statistics
ECON 211 Principles of Economics I	ECO 1103 Introduction to Economics OR ECO 1102 Economic Issues and Policy
BUSI 495 Seminar in Strategic Management or Business Policy	BUA 4100 Business Strategy and Policy OR Senior Marketing Capstone
MKTG 310 Principles of Marketing	BUA 2209 Principles of Marketing
MKTG 360 Consumer Behavior	BUA 3306 Consumer Behavior
MKTG 470 International Marketing	BUA 2120 Global Markets & Marketing
DIFFERENCES	
FINM 330 Principles of Business Finance	
MGMT 300 Business Communication	
MGMT 320 Principles of Management	
BUSI 310 Business Law	
ACCT 202 Financial Accounting 2	
MISY 341 Small Systems Software	
BDSC 340 Operations Management	
BUSI 320 International Business	
MKTG 350 Consumer in Society	
MKTG 380 Sale Management	
MKTG 390 Retail Management	
MKTG 410 Advertising	
MKTG 430 Marketing Research	
MKTG 450 Logistics	
BUSINESS ELECTIVES (6 credits)	
	BUA 2103 Digital Marketing
	COM 2201 Quantitative Research Methods
	COM 2202 Qualitative Procedures
	Marketing Environment (select one): BUA 2211 Entrepreneurship BUA 2205 Legal Environment of Business BUA 2210 Ethics and Business BUA 2214 Principles of Management
	Marketing Implementation Group One (select one): ART 2206 Digital Imaging ART 2207 Art & Digital Culture ART 2216 Graphic Design I ENC 1111 Make It, Market, Sell It ENG 2103 Transmedia Storytelling ENG 2106 Writing for Main Street ENG 2219 Making Multimedia
	Marketing Implementation Group Two (select one): COM 3160 Health Communication COM 3220 Intercultural Communication COM 3420 Media Analysis and Criticism COM 3610 Visual Communication ENG 3307 New Media Writing ENG 3309 Approaches to Everyday Discourse ENG 3312 Writing for Non-Profit Organizations

	<p>Writing in Discipline – (select one): (cannot also count to meet other groups) ENG 2103 Transmedia Story Telling ENG 2106 Writing for Main Street ENG 2219 Making Multimedia ENG 3307 New Media Writing ENG 3309 Approaches to Everyday Discourse ENG 3312 Writing for Non-Profit Organization *”Writing in the Discipline” is a general education requirement and those credits are in the general education count, not the major count.</p>
<p>Total credits = 69 (plus 51 credits in general education and electives for 120 total)</p>	<p>Total credits = 52 (plus 76 credit in general education and electives for 128 total)</p>