



Office of the Provost and Vice President for Academic Affairs

MEMORANDUM

Date: July 16, 2020

To: Dr. James D. Fielder, Jr., Secretary of Higher Education
Maryland Higher Education Commission

From: Dr. Lesia Crumpton-Young
Provost and Senior Vice President for Academic Affairs
Morgan State University

RE: Morgan State University's Objection to Loyola University of Maryland's New Academic Program
Proposal - Bachelor of Business Administration (B.B.A.) in Marketing

Please find attached Morgan State University's objection to the proposal from Loyola University of Maryland to offer a Bachelor of Business Administration (B.B.A.) degree program in Marketing. Thank you for your consideration of our response. If you need any additional information, please do not hesitate to contact me at lesia.young@morgan.edu or (443)885-3350.

c: Dr. David Wilson, President, Morgan State University
Dr. Farzad Moazzami, Interim Assistant Vice President for Academic Affairs, MSU
Dr. Fikru Boghossian, Dean, Earl G. Graves School of Business and Management, MSU
Dr. Emily Dow, Assistant Secretary for Academic Affairs, Maryland Higher Education Commission

**A REPORT ON THE
BACHELOR OF BUSINESS ADMINISTRATION
IN
MARKETING
PROGRAM PROPOSED BY
LOYOLA UNIVERSITY MARYLAND**

Prepared by

**The Earl G. Graves School of Business and Management
Morgan State University
Baltimore, Maryland**

I. INTRODUCTION

Loyola University Maryland (Loyola) currently offers the Bachelor of Business Administration (BBA) degree with a concentration in Marketing. However, it is seeking to convert the marketing concentration in the BBA program to a full-fledged BBA, and therefore, submitted a proposal to the Maryland Higher Education Commission to offer a Bachelor of Business Administration in Marketing (BBA in Marketing) degree in its Sellinger School of Business. The proposed full-fledged BBA marketing program proposed by Loyola is very similar to the B.S. in Marketing degree that is currently offered by Morgan State University (Morgan) through the Earl G. Graves School of Business and Management. Moreover, along with other TWI's that offer the Bachelors in marketing degree that are in close proximity to Morgan (i.e., Towson University, Stevenson University and Notre Dame of Maryland University), Morgan and Loyola are both located in the city of Baltimore with less than five miles distant from each other. Consequently, we are concerned about the impact that Loyola's BBA in marketing program in the local area will have on the B.S. in the marketing program at Morgan.

This report compares the BBA marketing program proposed by Loyola to the B.S. marketing program offered at Morgan State University. The programs are compared in three areas: 1) mission and student population, 2) marketing program objective and 3) courses proposed to be offered.

II. MISSION AND STUDENT POPULATION

Due to the close proximity of Loyola and Morgan within the city of Baltimore, the two schools not only have similar missions but also draw from essentially the same student population. Morgan, a designated public urban research university, serves the local and national community as an intellectual and creative resource by supporting, empowering, and preparing high-quality, diverse graduates to lead the world. Similarly, Loyola seeks to prepare students at both the undergraduate and graduate levels for lives of meaningful professional service and leadership.

The mission of the Earl G. Graves School of Business and Management at Morgan is to offer high-quality undergraduate and graduate programs that prepare students to succeed as business professionals and become engaged citizens in the community and the global economy. The Sellinger School of Business at Loyola has a similar focus, which is to inspire and prepare students to become responsible business leaders who make their companies and their communities stronger.

Last, both programs are AACSB accredited; the Sellinger School of Business was accredited in 1988, and the Graves School of Business and Management was accredited in 1996. For which, the Morgan B.S. in Marketing program is one of only four public institutions in Maryland to have an AACSB business accreditation. The other three universities with a marketing program in the area with AACSB business accreditation are Salisbury University, University of Maryland College Park, and University of Maryland Eastern Shore. The Brown School of Business and Leadership at Stevenson University and the College of Business at Coppin State University offer a marketing major; however, their business program is not AACSB accredited at this time.

In sum, Loyola shares a similar mission, student population, and international accreditation with Morgan. Consequently, these attributes may have an adverse impact on the B.S. marketing program offered at Morgan.

III. MARKETING PROGRAM OBJECTIVE

The objective of the BBA in marketing program proposed by Loyola is to prepare students for growing opportunities in the field of marketing. The proposal states that Loyola expects to continue to serve students interested in a four-year business program that prepares them for entry-level positions.

The objective of Morgan's marketing program is also to prepare students for successful marketing careers. In addition to marketing knowledge, Morgan attempts to provide its students with the opportunity to develop professional skills that will help them in the job market. Student clubs and related activities are part of this effort. The marketing curriculum at Morgan is designed to ensure students are knowledgeable and prepared to pursue their career aspirations.

Overall, both programs, Loyola and Morgan, seek to provide a well-rounded experience and engagement for their marketing programs.

IV. COURSE BY COURSE ANALYSIS

Loyola's proposal requires marketing majors to take 24 credits for business foundation courses and 21 credits for advanced major courses. These proposed courses are similar to the courses offered at Morgan State University.

1. Business Foundation Courses

The proposed business foundation courses at Loyola are very similar to the courses offered at Morgan.

Loyola Proposal	Morgan State University
AC 201- Financial Accounting	ACCT 201 - Principles of Accounting I This is a required course at Morgan.
AC 202 - Managerial Accounting	ACCT 202 - Principles of Accounting II This is a required course at Morgan.
IS 251 - Data Analytics & Information Systems	INSS 141 - Digital Literacy and Application Software This is a required course at Morgan.
MG 201 - Management Principles	MGMT 324 - Organizational Behavior This is a required course at Morgan.
MK 240 - Marketing Principles	MKTG 331 - Principles of Marketing This is a required course at Morgan.
LW 305 - Legal Environment of Business	BUAD 381 - Legal and Ethical Environment of Business This is a required course at Morgan.
FI 320 - Financial Management	FIN 343 - Managerial Finance This is a required course at Morgan.
OM 260 - Introduction to Supply Chain Management	SSCM 328 - Supply Chain and Operations Management This is a required course at Morgan.

2. Advanced Major Courses

The content of the proposed advanced major courses at Loyola is very similar to the content of the marketing courses at Morgan. However, in comparison to Loyola's six credit requirement for upper-level marketing elective, Morgan requires nine credits of upper-level marketing electives. Moreover, where Loyola requires three credits of upper-level (non-department) marketing electives, Morgan requires six credits for its marketing program.

Loyola Proposal	Morgan State University
MK 346 - Consumer Behavior	MKTG 335 - Consumer Behavior This is a required course at Morgan.
MK 440 - Selling Concepts & Strategies	MKTG 338 - Professional Selling This is an elective course at Morgan
MK 441 - Customer Research & Analytics	MKTG 420 - Marketing Research Systems This is a required course at Morgan.
MK 442 - Strategic Marketing (CAPSTONE)	MKTG 495 - Strategic Marketing Management This is a required course at Morgan
Upper-Level Marketing Elective	This is a required course at Morgan.
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Upper-Level Marketing Elective (may include select non-dept electives)	This is a required course at Morgan.
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3. Other Loyola Marketing Elective Courses that are also offered at Morgan

As outlined below, the elective courses proposed by Loyola are also offered at Morgan.

Loyola Proposal	Morgan State University
MK 415 - Digital Marketing and Analytics	MKTG 333 - Marketing in a Digital Environment
MK 451 - Retail Marketing	MKTG 336 - Retail Management
	MKTG 340 - Global Marketing
MK 452 - Services Marketing	MKTG 345 - Services Marketing This is a required course at Morgan.
MK 448 - Socially Responsible Marketing	MKTG 346 - Social Marketing
MK 444 - New Product Development and Management	MKTG 419 - Product Management
MK 447 - Integrated Marketing Communication	MKTG 431 - Advertising and Marketing Communications
MK 449 - Special Topics in Marketing	MKTG 465 - Special Topics in Marketing

In summary, Loyola's proposal is essentially identical to Morgan's B.S. marketing program. Specifically, Loyola and Morgan require the same business foundation and advanced major course. Additionally, as outlined, Loyola's proposal offers similar electives as identified with Morgan's marketing program. This suggests a program duplication of Morgan's existing marketing program.

V. CONCLUSION

Loyola is proposing to offer Bachelor of Business Administration degree in Marketing at its location in Baltimore which is only a few miles from Morgan State University. Loyola currently offers a marketing concentration in its BBA program. For which, the Loyola proposal points out that the current marketing concentration has been and continues to be successful in accomplishing its mission. However, there is minimal change in content from its existing program. Moreover, the proposed program corresponds to Morgan's existing marketing program.

Morgan and Loyola draw students from the same population. Moreover, with existing marketing bachelors programs within Maryland, allowing Loyola to start a BBA marketing program less than five miles from Morgan would increase competition for marketing students in the state and the city. Consequently, this will have an adverse impact on enrollment for Morgan's marketing program going forward. This will be further exacerbated with the current pandemic.

Based on its proposal, Loyola has currently experienced success with its marketing concentration and is aligned with accomplishing its mission. With state funding dependent upon student enrollment, allowing Loyola to offer a marketing program similar to Morgan's may decrease Morgan's state funding should Morgan experience a decrease in enrollment. Therefore, we respectfully request that Loyola not be allowed to duplicate Morgan's Bachelor of Science program in marketing.

References:

1. Academic Program Proposal submitted to MHEC by Loyola University Maryland
2. Loyola website: <https://www.loyola.edu/sellinger-business>
3. Morgan State University Website: www.morgan.edu