

# Program Proposal: Forms C and D

## *Bachelor of Applied Science in Marketing and Entrepreneurship*

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*Green River Community College*

*Submitted: March 2014*

**Cover Sheet Form C**

**COVER SHEET  
NEW DEGREE PROGRAM PROPOSAL**

**Program Information**

Program Name: Bachelor of Applied Science in Marketing and Entrepreneurship

Institution Name: Green River Community College

Degree: BAS Marketing and Entrepreneurship Level: Bachelor Type: Applied Science CIP Code  
52.0701

*(e.g. B.S. Chemistry)*

*(e.g. Bachelor)*

*(e.g. Science)*

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Date

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The goal of Green River Community College's BAS in Marketing and Entrepreneurship is to provide place bound students a pathway into high-demand, high-paying careers in marketing and business development. In addition, we want to drive economic development by training up the next generation of entrepreneurs to start firms that will serve our community and provide new jobs. This degree will feature collaboration between our business program and Green River's award-winning Small Business Development Center to provide a two-quarter capstone experience where students work in teams to develop businesses that will be launch-ready by the time student's graduate. We are also exploring collaboration with Green River's pending BAS in Programming to integrate their students into our capstone experience, in order to drive creation of new technology startups in our region. The proposed BAS in Marketing and Entrepreneurship is consistent with Green River's mission "Ensure student success through comprehensive educational programs and student support services responsive to our diverse communities."

## **Criteria 1: Curriculum Demonstrates Baccalaureate-Level Rigor**

Green River Community College has carefully designed the Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship curriculum to include baccalaureate-level academic rigor as well as knowledge and technical skills demanded by employers.

### **Program Learning Outcomes**

The BAS degree in Marketing and Entrepreneurship program is designed to prepare students for employment in a variety of marketing positions, including: market research analyst, marketing specialist, business analyst, product manager, sales representative, and social media manager. It is also designed to prepare students who wish to pursue a career in entrepreneurship. Students will learn a variety of skills related to market research, product development, promotion, strategic management, and financial management. Since these skills are important for both marketing professionals and entrepreneurs, students can apply what they have learned to organizations ranging from large well-established businesses to small startups. Successful graduates of the BAS degree in Marketing and Entrepreneurship program will be able to:

1. Communicate clearly, appropriately, and persuasively to business stakeholders, both orally and in writing.
2. Analyze and use business data to develop appropriate business and marketing strategies.
3. Apply entrepreneurship principles to launch new ventures or better leverage existing organizational resources.
4. Apply economic and behavioral concepts to strategy formulation.
5. Conduct a survey of the business environment, identify opportunities, and formulate a plan for capitalizing on them.
6. Assess the potential market for a product, and then formulate a plan for developing and marketing the product.

7. Formulate and communicate an original business plan to an audience of stakeholders.

## Program Evaluation Criteria and Process

Program evaluation is a continuous process at Green River Community College, beginning during the initial exploration and development of a degree. In addition to the research and feedback used to evaluate the need for the BAS degree in Marketing and Entrepreneurship, the program has sought out input and feedback from a number of additional sources including:

- An employer survey featuring qualitative questions seeking feedback on the knowledge, skills, and abilities necessary to attain gainful employment in the areas of marketing and entrepreneurship. Thirty companies responded to the survey including large and small companies such as: Costco, REI, Continental Mills, Washington Employers, and BiNW.
- The Business Management Advisory Committee members were asked to conduct a review and provide feedback on program outcomes, curriculum, and course descriptions to ensure students will attain the necessary development for success in marketing and entrepreneurship. The Business Management Advisory Committee unanimously supports this degree.
- Business Management faculty engaged in discussions with marketing managers and entrepreneurs in local industry to gain insights about this area's needs related to marketing and business professionals.
- Business Management faculty corresponded with business faculty and with area business educators at post-secondary institutions to discuss best practices as they pertain to educating business students.

External experts with experience in marketing and higher education have also assessed the BAS degree in Marketing and Entrepreneurship to ensure rigor, consistency, and quality (See p. 19, criteria 8).

Green River Community College will continue to gather input from business experts in industry and higher education throughout the curriculum development and implementation phases to ensure rigor of the content, appropriate learning methodologies, and required expertise.

Through the input of the Business Management Advisory Committee, industry will continually participate in recommending and reviewing program curriculum for the BAS degree in Marketing and Entrepreneurship. This advisory committee has been instrumental in the success of Green River Community College's Business Management AAA degree and has expanded its scope to include the BAS degree in Marketing and Entrepreneurship program. Committee members include: business owners, managers, and professionals working in large and small companies.

At Green River Community College, a formal Program Assessment and Improvement review is conducted every five years. **However, for this new BAS degree, a program review will be completed after the first two years, then every five years thereafter.** This review process entails a thorough assessment of every part of the program including:

- Description of the program
  - Student demographics

- Enrollment trends
- Annual course offerings/cancellations
- Quarterly enrollment
- Quarterly course completion
- Employment and wage status
- Personnel summary: courses taught by full-time versus adjunct faculty by quarter
- Program curriculum
  - Course Adoption Revision (CAR) status
  - Program Adoption Revision (PAR) status
- Course prerequisites
- Program support: instructional resources; facilities, equipment, and budget; and miscellaneous support services
- Learning outcomes
  - Campus-wide learning outcomes and program-level learning outcomes
- Advisory committee/industry relations
- Overall assessment of the program

In addition to the recommendations of the Business Management Advisory Committee and the Program Assessment and Improvement process, Green River Community College will routinely collect and analyze data and feedback from students, program faculty, and the institution to evaluate the BAS degree in Marketing and Entrepreneurship program's effectiveness. Exhibit 1 outlines various assessment tools that will be used for program assessment.

**Exhibit 1: Program Assessment Tools**

<b>Assessment Tool</b>	<b>Used to Assess</b>
Student course evaluations	<ul style="list-style-type: none"> <li>● Satisfaction with balance of knowledge, skills, theory, and practice in the course</li> <li>● Student preparedness upon entering individual courses</li> </ul>

Student survey	<ul style="list-style-type: none"> <li>• Effectiveness of the program in meeting students' expectations</li> </ul>
Institution program statistics	<ul style="list-style-type: none"> <li>• Student demographics</li> <li>• Student enrollment trends</li> <li>• Student retention</li> <li>• Student persistence</li> <li>• Student success/completion by course</li> <li>• Student progression through the program</li> <li>• Student persistence from year to year</li> </ul>
Post-graduation student survey	<ul style="list-style-type: none"> <li>• Effect of program completion on career</li> <li>• Effectiveness of the program in meeting job expectations</li> <li>• Effect of the program on career progression</li> <li>• Effect of the program on wage progression</li> </ul>
Post-graduation employer survey	<ul style="list-style-type: none"> <li>• Effectiveness of the program in meeting employers' expectations</li> <li>• Observed increased skills and performance</li> <li>• Perceived strengths and weaknesses of the program</li> </ul>
Cost Analysis of Program	<ul style="list-style-type: none"> <li>• Program viability</li> <li>• Alignment with strategic planning goals of the institution</li> </ul>

## Course Preparation Needed by Students Transferring with a Technical Associates Degree

The BAS degree in Marketing and Entrepreneurship enables individuals with AAA, AAS, AAS-T, AA, and AS degrees to combine their lower-division technical or transfer preparation courses with upper-division credits in marketing and entrepreneurship. The result is a practical, application-oriented Bachelor's degree. The BAS in Marketing and Entrepreneurship also combines the breadth and academic rigor required for students who wish to continue their studies at the Master's level.

The entry requirements for the BAS degree in Marketing and Entrepreneurship program have been carefully designed to accomplish two goals. The first is to provide access to students from both career and technical programs and academic transfer programs, which opens pathways for students with a variety of associate's degrees and allows for easy articulation of degrees from neighboring colleges. The second is to select requirements that are sufficiently rigorous to ensure that prospective applicants are prepared for success once they enter the program. Entry requirements are:

- Possess a AAA, AAS or AAS-T degree with a cumulative GPA of 2.5 or better **OR** an AA or AS degree with a cumulative GPA of 2.5 or better
- Completion of Math at the 097 level or higher (5 credits with a grade of 2.5 or better)
- Completion of ENGL& 101 (5 credits with a grade of 2.5 or better)

## General Education Components

General education is an important component of all applied baccalaureate degrees, providing students with a baseline of knowledge and understanding in: communication skills, quantitative and symbolic reasoning skills, humanities, social sciences, and natural sciences. Green River Community College has planned carefully to ensure that the general education courses required for the BAS degree in Marketing and Entrepreneurship meet state guidelines for general education in applied baccalaureate degrees.<sup>1</sup>

To complete the BAS degree in Marketing and Entrepreneurship, students must complete 10 credits of communication skills, 5 credits of quantitative and symbolic reasoning skills, 10 credits of humanities, 10 credits of social sciences, 10 credits of natural sciences, and an additional 15 credits of general education courses; to total 60 credits. These general education requirements are detailed in Exhibit 2.

Green River Community College has designed these general education requirements to carefully balance rigor and flexibility. The general education requirements in the BAS program allow students from a wide variety of career and technical, and transfer degree programs to utilize their associate's level credits to complete the BAS degree in Marketing and Entrepreneurship in a timely manner. These requirements also allow students to utilize courses from a breadth of academic disciplines. Green River Community College will continue expanding their upper-division course offering so that students will have the ability to utilize additional upper-division courses in their academic plan for the BAS degree.

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<sup>1</sup> Washington State Board for Community and Technical Colleges, [Recommendation for Minimum General Education Requirements for Applied Baccalaureate Degrees](http://www.sbctc.edu/college/education/general_ed_requirements_for_applied_ba_degree_may2011.pdf), [http://www.sbctc.edu/college/education/general\\_ed\\_requirements\\_for\\_applied\\_ba\\_degree\\_may2011.pdf](http://www.sbctc.edu/college/education/general_ed_requirements_for_applied_ba_degree_may2011.pdf) Oct, 2012.

## Exhibit 2: General Education Requirements for BAS in Marketing and Entrepreneurship

Area	Credits	Course(s)	Typical Level of Completion
Communication Skills	10	ENGL& 101 English Composition I	Associate
		ENGL 335 Advanced Technical Writing	BAS
Quantitative/Symbolic Reasoning Skills	5	MATH& 141 Pre-Calculus <i>or</i> MATH 147 Finite Mathematics: Business & Social Science	Associate
Humanities	10	PHIL 412 Professional Ethics	BAS
		CMST& 210 Interpersonal Communication <i>or</i> CMST& 220 Public Speaking <i>or</i> CMST& 230 Small Group Communication	Associate
Social Sciences	10	BUS 365 Consumer Behavior	BAS
		Five credits from the list of Social Science courses approved for the AA-DTA degree. BUS& 101 recommended	Associate
Natural Sciences	10	5 credits lab science from Natural Science List A for the AA-DTA degree	Associate or BAS
		MATH 256 Statistics for Business and Social Science	Associate
Additional General Education	15	15 credits from the lists of Humanities/Fine Arts/English, Social Science, or Natural Science courses approved for the AA-DTA degree	Associate or BAS

## Course Work Needed at Junior and Senior Levels in the BAS Program

In addition to the general education course requirements discussed in the previous section, students will need to complete 55 credits of upper-division core requirements for the BAS degree in Marketing and Entrepreneurship, as shown in Exhibit 3.

## Exhibit 3: Core Requirements for BAS Degree in Marketing and Entrepreneurship

Core Requirements - 55 Credits	Credits
BUS 310 Marketing Research and Analytics	5
BUS 335 Integrated Marketing Communications	5
BUS 340 Project Management	5
BUS 344 Entrepreneurial Finance and Accounting	5
BUS 350 Product Development and Innovation	5
BUS 360 Sales and Negotiations	5
BUS 385 Operations Management for Competitive Advantage	5
BUS 390 Digital Marketing	5
BUS 395 Strategic Marketing and Management	5
BUS 460 Capstone: Venture Launch 1	5
BUS 490 Capstone: Venture Launch 2	5

These core business courses will provide students with advanced marketing and entrepreneurship skills that build on the knowledge and skills they acquired from associate’s level courses. In addition, these courses will develop broader competencies by embedding content in the areas of:

- Oral and written communications
- Critical thinking and problem solving
- Diversity
- Business law

By embedding this content across a variety of core courses, these important topics can be presented in multiple contexts and can be reinforced several times over the course of the program.

Please see Appendix A for course descriptions.

A student who has only completed the entry level requirements and is attending full-time (15 credits) during fall, winter, and spring quarters and part-time (10 credits) summer quarter will be able to complete the BAS degree in Marketing and Entrepreneurship in 8 quarters (two years). However, most students entering the BAS program will have completed several general education courses as part of their AAA, AAS or AAS-T degree requirements and will be able to complete the program in 6-7 quarters.

A sample full-time student schedule for a student who has not completed any general education degree requirements is shown in Exhibit 4.

Exhibit 4: Sample Student Schedule

Fall – Year 1		Winter – Year 1		Spring – Year 1		Summer – Year 1	
Course	Credits	Course	Credits	Course	Credits	Course	Credits
Bus 335	5	Bus 310	5	Bus 344	5	Bus 385	5
Bus 360	5	Bus 340	5	Bus 350	5	Engl 335	5
Math 147	5	Math 256	5	Phil 412	5		
<b>Total Credits</b>	15	<b>Total Credits</b>	15	<b>Total Credits</b>	15	<b>Total Credits</b>	10
Fall – Year 2		Winter – Year 2		Spring – Year 2		Summer – Year 2	
Course	Credits	Course	Credits	Course	Credits	Course	Credits
Bus 390	5	Bus 395	5	BUS 460	5	BUS 490	5
General Ed	5	Social Sci	5	Cmst& 220	5	General Ed	5
Bus 365	5	Nat Sci List A	5	General Ed	5		
<b>Total Credits</b>	15	<b>Total Credits</b>	15	<b>Total Credits</b>	15	<b>Total Credits</b>	10

The Program Director and/or Program Manager will work with each student in the BAS in Marketing and Entrepreneurship program to develop an academic plan, ensuring that students are able to efficiently meet their degree goals. The program schedule will be constructed to provide students the flexibility to attend full or part-time. To ensure convenience for working students, while maintaining a high level of interaction between program participants, core courses will be offered mainly in hybrid format, with evening class sessions at Green River's Kent Campus. Certain core classes may be offered online. General education classes will typically be available in face-to-face, hybrid, and online formats throughout the year, giving advisors and students a variety of alternatives when constructing an academic plan.

## **Criteria 2: Qualified Faculty**

Green River Community College projects an enrollment of 48 FTE for the first year that the Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship program is offered. It projects full enrollment of 72 FTEs by the fifth year. To support this degree program, 3 full-time equivalent faculty will be dedicated to the program.

The Business faculty member assigned to the program during year one will be the program director, and will be assigned 1/3 to instruction and 2/3 to program administration duties. The second faculty member, added in year two, will be assigned 100% to instruction.

Green River Community College faculty teaching upper-division general education courses in the BAS degree in Marketing and Entrepreneurship program will teach these courses as part of their normal load, so initially no additional faculty will be required in departments outside of Business.

## **Faculty Credentials**

Business faculty teaching in the BAS degree in Marketing and Entrepreneurship program will typically be required to hold a minimum of a master's degree; exceptions may be made for highly specialized courses. In these instances, a combination of baccalaureate degree, industry experience, and industry certifications may be considered adequate. Adjunct faculty will typically be business professionals who are currently working in the field.

Exhibit 5 shows the faculty profiles of Green River Community full-time and adjunct faculty who will teach in the BAS degree in Marketing and Entrepreneurship degree program. These class assignments may change as new full-time faculty are hired into the program.

## Exhibit 5: Faculty Profiles

Faculty Name	Education Credentials	Full-time or Adjunct	Upper-Division Course(s) To Be Taught
Tim Broxholm	MA in Industrial-Organizational Psychology	Full-time Business Management Faculty	BUS 335, BUS 365, BUS 395, BUS 460, BUS 490
Jeff Perlot	MBA	Full-time Business Management Faculty	BUS 310, BUS 344, BUS 350, BUS 390, BUS 460, BUS 490
Felix Khumalo	PhD in Business Administration	Adjunct Business Faculty	BUS 385
Nausica Zorzi	MIB Masters of International Business	Adjunct Business Faculty	BUS 360
David Syverson	MBA	Adjunct Business Faculty	BUS 340
Ty Barnes	MA in Philosophy	Full-time Philosophy Faculty	PHIL 412
Amanda Schaefer	MA in English	Full-time English Faculty	ENGL 335

## Professional/Technical Certification

Full-time faculty who are responsible for the core requirement technical courses in the BAS in Marketing and Entrepreneurship degree program meet the certification requirements for professional and technical instructors and administrators as stated in the Washington Administrative Code, WAC 131-16-091.

## Criteria 3: Admissions Process Consistent With an Open-Door Institution

Admission to Green River Community College's Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship program is designed to create a pathway for students to obtain a bachelor's degree while maintaining the necessary entry requirements for student success.

## Selection and Admission Process

All persons who meet the entry requirements for the BAS degree in Marketing and Entrepreneurship will be admitted into the program. By utilizing an open admission process students who meet the entry requirements will have access and a pathway to advanced education. In the case where more students wish to enroll in the program than spots are available, a waitlist will be created and those students on the waitlist will begin the next available quarter. In the meantime, waitlisted students will work with the Program Manager or Program Director to take general education courses to begin fulfilling the general education degree requirements. The entry requirements for the BAS degree in Marketing and Entrepreneurship program are detailed in Exhibit 6.

Exhibit 6: Entry Requirements for BAS Degree in Marketing and Entrepreneurship Program

Entry Requirements	Notes	Credits
<ul style="list-style-type: none"> <li>• Possess a AAA, AAS or AAS-T degree with accumulative GPA of 2.5 or better OR an AA or AS degree with a cumulative GPA of 2.5 or better</li> <li>• Completion of Math at the 097 level or higher (5 credits with a grade of 2.5 or better)</li> <li>• Completion of ENGL&amp; 101 (5 credits with a grade of 2.5 or better)</li> </ul>	Degree must have been earned at a regionally accredited institution	90

Entry requirements for the BAS degree in Marketing and Entrepreneurship program have been designed to ensure that prospective applicants are academically prepared for the rigors of the BAS degree in Marketing and Entrepreneurship, and that once students enter the program they will have the ability to attain success. The entry requirements are also designed to allow educational pathways for students from a variety of programs, including those from neighboring colleges.

To ensure that graduates from nearby community colleges are given an opportunity to complete the proposed BAS degree, Green River Community College plans a three part approach. First, the BAS Program Director and Program Manager will work with each of the surrounding schools to articulate their career and technical associate’s degrees to the proposed BAS degree. Second, the BAS Program Director and Program Manager, along with Green River’s Business faculty, will perform outreach to their students by visiting other campuses to speak with students who are nearing graduation. Third, faculty members will participate in Green River’s open house event (May 31, 2014) to share information about the BAS degree.

### Efforts to Assure Service to Our Diverse Population

One of Green River Community College’s institutional goals is: “Members of our diverse communities will have reasonable access to affordable educational programs and services that meet their needs”<sup>2</sup> Equity is a core value that is integral to every program offered at Green River Community College including its existing associate’s-level programs and its future BAS degree in Marketing and Entrepreneurship program. We encourage, foster respect for, and respond equitably to diverse perspectives and needs.

The BAS in Marketing and Entrepreneurship fits within the Career and Technical Education core theme at Green River. Within this core theme, equity is a core objective. The BAS in Marketing and Entrepreneurship will be measured by indicators of proportional representation of diverse students in terms of access to the program and success in the program. A second indicator will measure the BAS in

<sup>2</sup> Green River Community College, About GRCC, <http://www.greenriver.edu/about-grcc/welcome-from-president.htm> Oct, 2012.

Marketing and Entrepreneurship program's climate toward diverse students and responsiveness to diverse communities.

The BAS Program Director will partner with the Green River Diversity and Equity Council, the outreach office, and marketing and communications office to develop an early outreach plan and marketing plan to diverse populations, both on and off campus. We currently offer a youth reengagement program with the Kent School District and we plan to market this program to the diverse populations we serve through that program. While it is anticipated that several students in GRCC's BAS degree in Marketing and Entrepreneurship program will have earned their associate's degree at Green River Community College, the program will reach out to diverse populations within associate degree programs at other technical and community colleges in the area. **Specifically, the BAS Program Director and Program Manager, along with Green River's Business faculty, will reach out to neighboring colleges,** including Renton Technical College, Highline Community College, and Tacoma Community College, to ensure a path for their graduates toward an applied baccalaureate degree. The demographics of these colleges are different from Green River and can enhance overall diversity within the BAS in Marketing and Entrepreneurship program.

Green River Community College Business faculty, working with the Business Management Advisory Committee and the BAS program manager, will also promote the BAS degree in Marketing and Entrepreneurship to local businesses to reach currently employed employees who would benefit from upgrading their education, skills, and abilities. Delivery modes and course schedules will take into account the needs of employed students.

#### **Criteria 4: Appropriate Student Services Plan**

Green River Community College is committed to providing a variety of student-focused support services that will help students achieve success in the Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship program.

#### **Student Services Plan**

Green River Community College places the highest priority on the needs and success of all of its students. The college is committed to providing students with open access to comprehensive programs and services in a nurturing environment, empowering students to take initiative and responsibility for their educational and professional development. More specifically, students in the BAS in Marketing and Entrepreneurship program will be supported at a program level as well as at an institutional level.

At the program level the faculty will participate in the Progress and Alert for Student Success (PASS) system. The system is designed for faculty to alert students and the Program Director to potential success inhibitors early in the quarter. By creating this early alert system students, faculty, and the Program Director can become aware of potential issues that would derail a student's success, address those situations, and create an academic plan to ensure the student is able to succeed. Further, the PASS system allows faculty to provide positive reports, ongoing feedback, and completed progress.

Another service offered at the program level will include a Career Preparation Plan. During a student's final year the Program Manager or Program Director will work with students to develop a post-graduation career plan that includes: a targeted job searching strategy, a networking plan, a high quality

resume, and a portfolio of applicable projects. The goal of this service is to ensure students are prepared to enter the job market and attain employment.

At the institutional level, students in the BAS program will have **year-around** access to the high-quality student services that all Green River Community College students receive. It is anticipated that the following services will be those most frequently used by students in the BAS degree program.

**Bookstore:** The Paper Tree bookstore offers students one-stop convenience for textbook and general school supplies needs. Students may purchase textbooks online as well as on campus.

**Career and Advising Center:** The Career and Advising Center offers comprehensive career and education planning resources for current and prospective students, alumni, and community members. The BAS Program Manager and the BAS Program Director will provide most of the advising and educational planning services for BAS students.

**Child Care Center:** The center enables parents to pursue their educations and careers by providing a safe, nurturing environment for their children. Fees are based on a sliding scale depending on the age of the child, gross monthly or annual income, and family size. JOBS, Employment Child Care, and Transitional Child Care funding sources are welcome.

**Counseling and Health Services (CHS):** CHS seeks to promote physical and psychological health of Green River Community College students and the campus community to support student success. CHS provides short-term mental health counseling and self-care/wellness education to Green River Community College students. Workshops and consultation services are offered for staff, faculty, and student organizations. Services are free and confidential.

**Disability Support Services (DSS):** DSS assists students with **physical, learning, sensory, cognitive** and/or **psychological** disabilities by identifying and coordinating reasonable accommodations for equal access to academic programs and activities.

**Diversity and Multicultural Affairs:** The Office of Diversity and Multicultural Affairs works to promote intellectual discourse, leadership and social justice among students, staff, faculty and our surrounding communities. One example of the services provided is Spanish services to students, including translation, peer navigation of the campus, peer mentoring, and academic and personal advising quarterly support workshops.

**Enrollment Services:** Enrollment Services provides a variety of support to prospective students, current students, and the campus. It interprets and applies Green River Community College's policy and procedures for admissions, registration, records and graduation. The BAS Program Manager will provide many enrollment-related services for students enrolled in the BAS in Marketing and Entrepreneurship degree program.

**Financial Aid:** Please see the *Financial Aid Services* section on the next page.

**HireWorks Center:** HireWorks provides Green River Community College students, alumni and community members with a wealth of online resources to help them create winning résumés, write effective cover letters, prepare and practice for interviews, and implement successful job search

strategies. Green River Community College students can search CollegeStudents4Hire.com, an online system where employers post jobs and internship/cooperative education opportunities.

Starting in the second year of the program, the BAS Program Manager will be a full-time position. It is anticipated that the BAS Program Manager will work extensively with students to help them find and secure work in their chosen field. The BAS Program Manager will sponsor career forums and job fairs specifically for the Marketing and Entrepreneurship BAS students who are nearing graduation.

**Library and Open Computer Labs:** The Holman Library serves the students, faculty, and staff of Green River Community College by providing the resources and services necessary to ensure access to information and development of information literacy skills. The library houses approximately 59,000 items. It has a collection of more than 25,000 eBooks. The library provides online access to approximately 15,000 periodicals through subscription databases. The library also subscribes to 200 periodicals in print format. Students have access to more than 150 networked computers in the Information Commons open computer lab of the Holman Library. Students also have access to more than 100 networked computer workstations in an open computer lab in the college's Technology Center.

**Online Services:** Online services enable students to apply for admissions, plan their schedules, register and pay for classes, run a Degree Audit to view graduation requirements for their program and courses needed to complete the program, and view their unofficial transcript. Students can also access their student e-mail account, eLearning content and resources, and library services.

**Tutoring and Resource Center:** Students have access to free tutoring services. In addition to tutoring, several other student resource centers are available on campus, including the Writing Center, the Public Speaking Center, and the Math Learning Center.

**Veterans Services:** The Veterans Service office assists veterans in activating and maintaining their educational benefits. Green River Community College actively reaches out to veterans through its Veterans Coordinating Council, which engages in marketing and outreach to veterans about resources available on campus, honors veterans with symbolic events, and seeks to help veterans with the transition from college to career or workforce.

**Women's Programs:** Women's Programs provides a wide variety of services and resources. It offers assistance or referrals in many areas, including: starting college or returning to school after time away; child care; financial aid; scholarships; sexual harassment and discrimination; dating and domestic violence; rape and sexual assault; legal issues; public assistance; and academic matters.

## **Financial Aid Services**

The Financial Aid office prepares and disburses federal, state, and institutional aid for all Green River Community College students. To streamline the disbursement process, Green River Community College, working with HigherOne, provides students with Gator Choice Debit Cards. These cards allow students to choose how to receive their financial aid disbursement.

Green River Community College recognizes that paying for college is a challenge for most students. Financial aid is available in three forms: gift aid—grants and scholarships; employment—jobs on or off

campus; and loans—low interest with deferred repayment. In 2012-2013, the Green River Community College Foundation offered more than 200 scholarships to students at Green River Community College. Once the proposed BAS degree is approved, the Green River Community College Foundation will reach out to local companies to create BAS program-specific scholarships.

The G.I. Bill, veteran's assistance and other military education benefits can all be applied to the cost of attending Green River Community College.

Green River Community College offers students a tuition payment plan, called STEP, which enables students to pay their tuition and fees in three manageable payments. STEP is also an option for students who are waiting for their Financial Aid file to be reviewed.

## **Academic Advising Services**

New and continuing BAS program students will receive comprehensive academic advising services from the BAS faculty Program Director and, as appropriate, from the BAS Program Manager. Student-centered program advising is a core competency of the existing associate's program in Business Management and represents a firm commitment to modeling professionalism and customer service to business students. This same philosophy will be extended to the BAS program.

## **Services at Green River's Kent Campus**

Most core classes will be available in hybrid format, with evening class sessions conducted at Green River's Kent Campus. As a result, the BAS Program Manager and Program Director will be housed at the Kent Campus to provide support for program students during the day and evening. Students at the Kent Campus will have access to a variety of on-site student services until 8pm Monday through Thursday, including cashiering, online library access, open computer labs, advising, and the college bookstore. Additional student services can be accessed at Green River's Kent Campus by appointment. Kent Campus also provides a convenient location for place bound students due to its proximity to the Kent Station Transit Center, which provides access to the Sounder train and an extensive bus schedule.

## **Criteria 5: Commitment to Build and Sustain a High-Quality Program**

Green River Community College is committed to developing and sustaining the Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship.

## **Financial Plan**

Green River Community College proposes the following comprehensive financial plan for its BAS degree in Marketing and Entrepreneurship.

## **Funds Used to Support the Program**

The BAS degree in Marketing and Entrepreneurship will be funded as a State FTE program in an excess enrollment mode. The first cohort is projected to start winter 2015, with a second cohort starting spring 2015. Thereafter, one cohort will begin each fall and spring quarter. Projected enrollments in the BAS degree in Marketing and Entrepreneurship program for the first five years are shown in Exhibit 7.

## Exhibit 7: Projected Enrollments

	Year 1	Year 2	Year 3	Year 4	Year 5
	2014-15	2015-2016	2016-17	2017-18	2018-2019
Quarterly FTEs	72*	288	288	288	288

\*First cohort winter 2015

The projected enrollment has been used to compute the projected program revenue as shown in Exhibit 8. The tuition to be charged to students is set forth in the Washington State Community College FY2013-14 Tuition Schedule for Upper Division Courses in Applied Baccalaureate Degree Programs.<sup>3</sup> It is assumed that the program will run four quarters per year.

## Exhibit 8: Projected Program Revenue

Note: Revenue projection assumes a 3% average tuition increase in years 2-5.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2014-15	2015-2016	2016-17	2017-18	2018-2019
Applied Baccalaureate Operating Fees	\$ 150,992	\$ 622,087	\$ 640,749	\$ 659,972	\$ 679,771

## Projected Program Expenses

Green River Community College is committed to making this program succeed. Green River Community College anticipates program expenses for the first five years of the BAS degree in Marketing and Entrepreneurship program as detailed in Exhibit 9. Since the program is projected to launch winter quarter 2015, all startup costs are included in Year 1. Exhibit 9: Projected Program Expenses

Note: The projected expenditures assume a 3% average salary increase in years 2-5.

	Year 1	Year 2	Year 3	Year 4	Year 5
	2014-15	2015-2016	2016-17	2017-18	2018-2019
Full-time Business Faculty Salaries (Includes Faculty Program Director)	59,169	121,888	125,545	129,311	133,190
Part-time Business Faculty Salaries	15,372	47,499	48,924	50,392	51,904
Full-time Related Instruction Salaries	-	60,944	62,772	64,656	66,595
Part-time Related Instruction Salaries	11,529	7,917	12,231	12,598	12,976
BAS Program Manager Salary	39,000	53,560	55,167	56,822	58,527
Benefits	47,826	101,345	104,385	107,517	110,742
Curriculum Development Stipends	12,000	12,000	5,000	5,000	5,000
Goods and Services	5,000	5,000	5,000	5,000	5,000
Library	10,000	10,000	22,000	22,000	22,000
Prof. Development/Conferences/Travel	10,000	15,000	15,000	20,000	20,000
Program Promotion	20,000	20,000	20,000	20,000	20,000
Indirect	18,761	43,771	45,696	47,067	48,479
Total Estimated Program Expenses	\$ 248,657	\$ 498,924	\$ 521,720	\$ 540,363	\$ 554,413

<sup>3</sup> Washington State Board for Community and Technical Colleges, Washington State Community Colleges FY2012-13 Tuition Schedule for Upper Division Courses in Applied Baccalaureate Degree Programs, <http://www.sbctc.ctc.edu/college/finance/FY2013-14UpperDivisionTuition.pdf> Feb, 2014.

During the first year, one full-time faculty member will be the Marketing and Entrepreneurship BAS Program Director, and will be assigned 1/3 to instruction and 2/3 to program administration duties. A second full time faculty member will be added fall quarter of year two (2015), the remainder of courses will be taught by adjunct instructors who have strong professional and academic experience.

## Sustaining the BAS over time

Green River Community College is committed to providing funding for the new BAS degree in Marketing and Entrepreneurship until it becomes financially sound, which is anticipated by during the second year, as shown in Exhibit 14.

### Exhibit 14: Projected Net Program Excess (Deficiency)

	Year 1	Year 2	Year 3	Year 4	Year 5
	2014-15	2015-2016	2016-17	2017-18	2018-19
<b>Total Program Income</b>	<b>\$ 150,992</b>	<b>\$ 622,087</b>	<b>\$ 640,749</b>	<b>\$ 659,972</b>	<b>\$ 679,771</b>
Estimated total program expenses (from Exhibit 13)	248,657	498,924	521,720	540,363	554,413
Estimated net program excess (deficiency)	\$ (97,665)	\$ 123,163	\$ 119,029	\$ 119,609	\$ 125,358

## Facilities, Equipment, and Technology

Green River Community College has developed a Facilities Master Plan to improve its facilities and service to students and the communities it serves. Over the past 10 years, Green River Community College has constructed three new buildings on its main Auburn campus: the Technology Center, the Marv Nelson Science Learning Center, Salish Hall, and most recently Cedar Hall. Green River Community College also has campus locations in Kent, Washington and Enumclaw Washington.

The BAS degree will primarily be operated out of Green River Community College's Kent Campus. The Kent Campus is part of Kent Station, which is located in the middle of the City of Kent's new downtown shopping district. The location provides ample access to local businesses including: retail stores, restaurants, an event center, professional services, and financial service firms. The location also has immediate access to the Sound Transit's sounder train which offers a commuter option for students. Lastly, the Kent campus features the Small Business Assistance Center which operates with the U.S. Small Business Administration. Close collaboration between the BAS program and the Small Business Assistance Center (SBAC) will provide students access to a variety of learning opportunities and resources. For example, the BAS program will partner with the SBAC to define market research, promotions, and digital marketing projects that students will complete for local businesses under the supervision of Green River business faculty and SBAC Certified Business Advisors. In addition, the BAS program will partner with the SBAC on the venture launch capstone courses, allowing students the opportunity to receive guidance and mentorship from SBA C Certified Business Advisors, business leaders in the community, bankers, and private funders.

Green River Community College maintains a high level of modern equipment and technology to deliver its existing associate's-level programs. For example, the college recently purchased a state-of-the-art server computer with enormous capacity that supports virtualization and storage area networking.

Green River Community College has an Instructional Technology committee that works with our Information Technology department to plan and implement regular equipment replacements. Most classroom computers are scheduled for replacement every three to four years. Some classrooms are replaced more often than that to keep hardware and software up-to-date to meet industry demands.

Green River Community College plans to use its existing facilities, equipment, and technology for the BAS degree in Marketing and Entrepreneurship program.

Other anticipated technology resources that have also been included in the projected program expenses include library subscriptions to periodicals and software licenses.

## **Criteria 6: Program Specific Accreditation**

Green River Community College does not plan to seek specialized program accreditation for the Bachelor of Applied Science (BAS) degree Marketing and Entrepreneurship program at this time. Baccalaureate programs in business disciplines may be accredited by The Association to Advance Collegiate Schools of Business (AACSB), a nonprofit membership of educational institutions.<sup>4</sup> At this time, only large public and private universities with multiple business degree offerings are accredited by AACSB.<sup>5</sup> All of these programs are traditional degree programs—none are Bachelor of Applied Science degree programs.

Green River Community College will seek a minor change in accreditation with the Northwest Commission on Colleges and Universities to reflect that addition of the BAS degree in Marketing and Entrepreneurship.

## **Criteria 7: Pathway Options beyond Baccalaureate Degree**

Green River Community College is committed to identifying and developing pathway options for students that extend beyond earning their Bachelor of Applied Science (BAS) degree in Marketing and Entrepreneurship.

## **Articulation to Graduate Degree Programs**

Green River Community College Business faculty members are working with institutions that confer graduate degrees in order to articulate clear and efficient pathways for BAS graduates who wish to continue their education onto a master's degree program.

In February 2014, Green River Community College faculty and administration met with representatives of Brandman University, to discuss Brandman University offering a hybrid format MBA program at Green River Community College's Kent Campus. Brandman University has stated that graduates of Green River Community College's BAS in Marketing and Entrepreneurship would be eligible for admissions to Brandman University's Masters of Business Administration program.

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<sup>4</sup> AACSB, [About AACSB](http://www.aacsb.edu/about/default.asp), <http://www.aacsb.edu/about/default.asp>, February 15, 2014.

<sup>5</sup> AACSB, [Find Accredited Programs](http://www.aacsb.edu/about/default.asp), <http://www.aacsb.edu/about/default.asp>, February 15, 2014.

In July 2013, Green River Business Management faculty conferred with the MBA Advisor at University of Washington, Tacoma (UWT). To gain admission to the MBA program at UWT requires a baccalaureate degree from an accredited institution. It was confirmed that the proposed BAS degree would meet the degree portion of the admission requirements.

In July 2013, Green River Business Management faculty conferred with the Special Assistant to the Chancellor of Western Governor's University (WGU), Washington. It was confirmed that the proposed BAS degree would meet the degree portion of the admission requirements for WGU's MBA program. We have agreed to further discussion to ensure that articulation is as efficient as possible for Green River graduates.

Green River faculty and administrators plan to continue contacting representatives of two- and four-year educational institutions in the area to implement articulation agreements to provide students with a pathway to a bachelor's in marketing and entrepreneurship. We will also work collaboratively with these institutions in the development of new degrees.

## Criteria 8: External Expert Evaluation of Program

### Evaluation 1: Robert. M. Peterson, Ph.D. (Appendix B)

*Evaluator Biography:* Dr. Robert M. Peterson holds degrees from Indiana University, George Washington University and the University of Memphis. He is currently the White Lodging Professor of Sales (Associate Professor) at Northern Illinois University, and serves as Director of the Professional Sales Program. Prior to his role at NIU, Dr. Peterson served as the Chair in the Department of Marketing at William Paterson University. Dr. Peterson has won numerous awards in the area of sales, marketing, and entrepreneurship including:

- “Excellence in Teaching” awarded by the Sales Special Interest Group of the American Marketing Association, 2011
- Hormel Meritorious Teaching Award, Marketing Management Association, 2010
- National Award, Entrepreneurial Experiential Education (3E), US Association of Small Business and Entrepreneurship, 2008
- “Innovative Sales Educator Award”, University Sales Center Alliance, 2006
- “Outstanding Award”, Entrepreneurial Education, Pamplin School of Business, University of Portland, 2004
- “Innovative Teacher of the Year Award”, American Marketing Association, 2002

#### **Institution’s response and modifications:**

Dr. Peterson affirmed and supported Green River Community College’s content as it pertained to math in stating, *“To be effective business people the more exposure to probability and statistics the better off they will be. The discipline that comes with mathematics courses will help with logic and sequential steps in student’s minds.”*

Dr. Peterson believes students will be exposed to the necessary knowledge in the area of entrepreneurship, but stressed the importance of experiential and applied learning outside of the classroom. He also highlighted that the two quarter venture launch project is a valuable learning tool.

Green River Community College agrees with Dr. Peterson’s assertion. Green River plans to leverage the Small Business Development Center to partner students with local businesses to engage in projects related to specific marketing and entrepreneurship courses. For example, in *BUS 310 Market Research*, students will partner with a small business to conduct market research projects, such as focus groups or consumer surveys.

Dr. Peterson believes *BUS 365 Consumer Behavior* needs to include buyer behavior exposure, and that graduates will be working with business-to-business commerce. Green River agrees with Dr. Peterson and has modified the language in the course description

Dr. Peterson noted a lack of clarity in the learning objectives for *BUS 340 Project Management*, but stated, *“A good portion of the time initiatives fail, not because of poor strategy, but dismal execution so you might be on to something with this course.”* The *BUS 340 Project Management* course has been designed to provide students with the necessary knowledge and processes to effectively execute projects.

Dr. Peterson raised concern over the use of 5 credits per course as opposed to 3 credits. Dr. Peterson has traditionally taught at schools utilizing a 3 credit semester model as opposed to a 5 credit quarter model. The model Green River Community College utilizes is in alignment with the system used by other state institutions in Washington. The content and material will be aligned to the necessary standards of Washington's educational system.

Dr. Peterson affirms the BAS in Marketing and Entrepreneurship Degree program has the necessary content and rigor to produce graduates that will be able to attain entry level employment. He also reiterates the necessity for experiential and applied learning outside of the classroom through business plan competitions and sales contests.

Green River Community College agrees with Dr. Peterson's assertion. In addition to working with the Small Business Development Center, and the two quarter venture launch program; Green River will actively seek opportunities for students to develop, expand, and apply their entrepreneurship and marketing skills. As noted in Criteria 5, Green River Community College has allocated \$10,000 in year one increasing to \$20,000 in year five for professional development, conferences, and travel. These funds can be allocated for participation in activities such as business plan competitions. Further, the faculty of the BAS in Marketing and Entrepreneurship degree program will continue to partner with the Green River Community College's Grant Director to pursue grant opportunities to support or develop the activities Dr. Peterson suggests.

## **Evaluation 2: Glenn Worthington Ed.D. (Appendix C)**

*Evaluator Biography:* Dr. Glenn Worthington has worked within the Chapman University system for eighteen years as an Associate Professor of Organizational Leadership and Associate Dean. He was appointed as the Dean of the School of Business and Professional Studies at Brandman University, part of the Chapman University system, in 2010. He was promoted to full Professor of Organizational Leadership in 2013. He earned his doctorate in Educational Leadership at Seattle University. Dr. Worthington was appointed as a Harvard Fellow for the 1999-00 academic year. While attending Harvard, he did post-doctoral study at the Kennedy School of Government in Cambridge, MA.

### **Institution's response and modifications:**

Dr. Worthington noted that the general education requirements and math components are appropriate and consistent with other schools he has observed.

Dr. Worthington affirms the scope and depth of the core requirements are comprehensive enough to add value to the career fields identified in the BAS in Marketing and Entrepreneurship degree program. Dr. Worthington believes that although students have individual differences in their knowledge skills and abilities, the BAS in Marketing and Entrepreneurship will provide a foundation that will serve them well.

Dr. Worthington believes the content provided in marketing and entrepreneurship is comprehensive enough to meet the needs of employers. He does not believe any content should be removed or replaced.

Dr. Worthington stressed the importance of embedding oral communication, writing, critical thinking and problem solving experiences to courses. Green River Community College agrees with Dr.

Worthington and plans to embed presentations, reports, and experiential learning as key learning modalities in each course. As mentioned earlier, the BAS in Marketing and Entrepreneurship degree program will actively engage with the Small Business Development Center to partner students with businesses to engage in experiential learning projects. These projects will provide students the opportunity to engage in critical thinking, problem solving, oral communication and writing. Furthermore, the BAS in Marketing and Entrepreneurship degree program assists students in building these skills through the general education requirements including: ENGL 335 Technical Writing, CMST& 210 Interpersonal Communication, CMST& 220 Public Speaking, and CMST& 230 Small Group Communication, PHIL 412 Professional Ethics.

## **Appendix A: Upper-Division Course Descriptions**

### **BUS 310 Marketing Research and Analytics – 5 credits**

Students learn how to formulate marketing goals and solutions by utilizing market research methods to collect, analyze, and evaluate marketing data and information. Topics include: the role of marketing intelligence, strategic decision making, data analysis and interpretation, communicating research, and applications of research. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and MATH& 141 or MATH 147. Strongly recommended: Math 256 or MATH 256 currently with BUS 310*

### **BUS 335 Integrated Marketing Communications – 5 credits**

Students learn how to develop, measure, analyze and evaluate the advertising effects of an integrated marketing communication plan. Topics include: media planning and strategy, advertising tools, direct marketing, interactive/internet marketing, public relations, budget determination, and measuring promotional program effectiveness. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program. Recommended: BUS 121*

### **BUS 340 Project Management – 5 credits**

Examines the theories and best practices for completing projects on time, on budget, and to specification. Students learn to apply knowledge and skills to effectively initiate, plan, execute, and complete projects. Software-based project management tools are discussed. Course aligns with current PMBOK Guide. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program. Recommended: BUS 202*

### **BUS 344 Entrepreneurial Finance and Accounting – 5 credits**

Students learn how to apply financial management practices and corporate finance tools to obtain financial capital necessary to run and grow entrepreneurial ventures. Topics include: stages of financing, business cash flow models, and strategic positioning in starting a new venture. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and MATH& 141 or MATH 147. Strongly recommended: BUS 173, ACCT110, or ACCT& 201*

### **BUS 350 Product Development and Innovation – 5 credits**

Students learn how to innovate, design, develop create, test, and evaluate a new product. Topics include: complete product development process, tools to capture emerging trends, navigating the design process, using qualitative research to meet customer needs, connecting strategic planning and brand management to product development. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program. Recommended: ENGR&104*

### **BUS 360 Sales and Negotiations – 5 credits**

Students learn how to integrate negotiations theory and selling strategies to effectively create a productive buyer-seller relationship. Topics include: understanding degrees of influence, creating win-results, refining the sales funnel, applying interest-based negotiations principles, and inventing options for mutual gain. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program. Recommended: BUS159*

**BUS 365 Consumer Behavior – 5 credits**

Examines how and why people behave as buyers. Students learn how to analyze buyer behavior, consumer motivation, perception, attitudes, and decision-making. Topics include: cultural and social influences, advertising and salesperson influences, market segmentation, and marketing and advertising regulations. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program*

**BUS 385 Operations Management for Competitive Advantage – 5 credits**

Students learn how to apply operations management methods to increase results and streamline processes in small to medium sized businesses. Topics include: strategic and operational planning, organizational controls and tools; and risk management techniques. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and MATH& 141 or MATH 147 and BUS 340. Recommended: MATH 256*

**BUS 390 Digital Marketing – 5 credits**

Students learn how to apply digital marketing and analytic tools to create competitive and effective digital marketing programs. Topics include: measuring social media ROI, optimizing web and social content, search engine optimization, and focusing digital marketing investments to deliver best value. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and BUS 335. Recommended: BUS 121*

**BUS 395 Strategic Marketing and Management – 5 credits**

Examines how managers develop, implement, and evaluate strategic marketing decisions. Students learn how to make effective decisions in situations where multiple stakeholders are involved. Topics include: analysis of competitor behavior, product line management, and long-term road mapping for product and branding strategy. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and BUS 310 and BUS 335 and BUS 340 and BUS 344 and BUS 350 and BUS 360 and BUS 365 and BUS 385 and BUS 390. Recommended: BUS 258*

**BUS 460 Capstone: Venture Launch 1 – 5 credits**

Students work in teams to research, plan, and present a business proposal to business development counselors and institutional funding professionals. This is a two-course sequence with BUS 490. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and BUS 395 or Instructor's Permission.*

**BUS 490 Capstone: Venture Launch 2 – 5 credits**

Students continue to work in teams to prototype, validate, and present proof of concept to a community of investors and funding sources. This is a two-course sequence with BUS 460. *Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and BUS 460, or Instructor's Permission.*

**ENGL 335 Advanced Technical Writing – 5 credits**

This class will prepare students to communicate effectively in a professional environment. Students will become familiar with the processes, forms, and styles of technical writing as they create various documents, including instructions, proposals, and discipline-specific and/or client-based research projects. Emphasis will be placed on purpose and audience, as well as clarity, concision, and document design.

*Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and ENGL& 101, or Instructor's Permission*

**PHIL 412 Professional Ethics – 5 credits**

This course provides an advanced approach to ethical issues across the professions. Topics covered include intellectual property rights and piracy; truth-telling vs. well-meaning deception; privacy and confidentiality; conflicts of interest and loyalty; self-regulation; and whistle-blowing.

*Prerequisite: Admission into the BAS in Marketing and Entrepreneurship program and ENGL& 101, or Instructor's Permission*

## Appendix B: External Evaluation 1

### Review of Green River Community College's Bachelor of Applied Science Degree in Marketing and Entrepreneurship- Dr. Robert M. Peterson

#### Review of Degree

Please read the attached degree information provided and respond to the following five questions, keeping in mind that *the primary purpose of this Bachelor of Applied Science degree is to prepare student for employment in entry level marketing related positions or have the ability to start a business.*

Please note: The **65 credits** represent coursework completed by student in their associate's degrees, and cannot be changed. As part of those **65 credits** Students with a business management associated will have taken 100-200 level courses in: small business management, entrepreneurship, leadership, human relations, professional selling, customer service, accounting, marketing, financial management, management, project management, international business, and supervision.

1. The **General Education Requirements** for this degree (60 credits) are, for the most part, set by the State of Washington. However, if you have any comments on the General Education courses please include them here:

N/A

2. The Quantitative/Symbolic Reasoning Skills requirement for this degree is: **MATH& 141 Pre-Calculus 1 or Math 147 Finite Mathematics: Business & Social Science**. While one of the Natural Science requirements is: **MATH 256 Statistics for Business and Social Science** Do these Math requirements seem appropriate to you, or would you favor a different math requirement?

*To be effective business people the more exposure to probability and statistics the better off they will be. The discipline that comes with mathematics courses will help with logic and sequential steps in student's minds.*

3. Please examine the 11 Core Requirements courses for this degree and their course descriptions.

- Do you think that successful completion of these courses, after completing an associate's degree in a business-related field, will adequately prepare students to work in an entry level marketing related position such as: market research analyst, marketing specialist, business analyst, product manager, sales representative, or social media manager? Please explain.

*See ending comment*

- Do you think that successful completion of these courses, after completing an associate's degree in a business-related field, will adequately prepare students to start, market, and/or operate a new business? Please explain.

*One of the most complex activities in capitalism is starting an enterprise from scratch, especially at a young age. On paper the students will be exposed to the necessary knowledge, but their success will be highly dependent on what happens outside the classroom and classroom requirements. The yearlong capstone is a valuable tool, one of the first people to try this*

*approach was Chuck Hofer at U. of Georgia. He's gone from there now, but it might be worth seeing if they continued the two semester model and have some experience to share.*

- Do you feel there is any critical marketing content missing from the Core Requirements? If so, what specific marketing content should be added, and what Core Requirements content could be replaced? Please explain.

*BUS 365 Consumer Behavior – 5 credits. This course should include additional "buyer behavior" exposure. The graduates will more often be dealing with business-to-business commerce versus B2C.*

- Do you feel there is any entrepreneurship content missing from the Core Requirements? If so, what specific Entrepreneurship content should be added, and what Core Requirements content could be replaced? Please explain.

*BUS 340 Project Management – 5 credits. I am truly not exactly sure the learning objectives of this course. A good portion of the time initiatives fail, not because of poor strategy, but dismal execution so you might be on to something with this course. Is this an OB type course? I hope it is a fine complement to the program.*

- Is there any Core Requirement content that you think is unimportant and/or should be removed? Please explain.

*N/A*

4. Please provide any other comments about the strengths or weaknesses of this degree, or any suggestions for improving this degree:

*The use of 5 credits per course is something that I have rarely seen outside of biology, chemistry, and physics. Obviously, this will require the faculty to develop robust materials that go beyond the typical 3 credit semester coverage.*

*Can a person gain entry level employment with the program outlined? "Yes."*

*However, class content is merely table stakes in the preparation for a life in the workforce. While it will take additional resources, I would challenge the leadership of the degree program to create opportunities for involvement outside course work. Examples include national sales contests, business plan competitions, both hosted by other universities and you prep and send teams. Or, you can create something home grown on your campus.*

## Appendix C: External Evaluation 2

### Review of Green River Community College's Bachelor of Applied Science Degree in Marketing and Entrepreneurship- Dr. Glenn Worthington

#### Review of Degree

Please read the attached degree information provided and respond to the following five questions, keeping in mind that *the primary purpose of this Bachelor of Applied Science degree is to prepare student for employment in entry level marketing related positions or have the ability to start a business.*

Please note: The 65 credits represent coursework completed by student in their associate's degrees, and cannot be changed. As part of those 65 credits Students with a business management associated will have taken 100-200 level courses in: small business management, entrepreneurship, leadership, human relations, professional selling, customer service, accounting, marketing, financial management, management, project management, international business, and supervision.

1. The General Education Requirements for this degree (60 credits) are, for the most part, set by the State of Washington. However, if you have any comments on the General Education courses please include them here:

*Your GE requirements are consistent with other schools I've observed.*

2. The Quantitative/Symbolic Reasoning Skills requirement for this degree is: MATH& 141 Pre-Calculus 1 or Math 147 Finite Mathematics: Business & Social Science. While one of the Natural Science requirements is: MATH 256 Statistics for Business and Social Science Do these Math requirements seem appropriate to you, or would you favor a different math requirement?

*These Math requirements are appropriate.*

3. Please examine the 11 Core Requirements courses for this degree and their course descriptions.

➤ Do you think that successful completion of these courses, after completing an associate's degree in a business-related field, will adequately prepare students to work in an entry level marketing related position such as: market research analyst, marketing specialist, business analyst, product manager, sales representative, or social media manager? Please explain.

*Yes. The scope and depth of what you're offering are comprehensive enough to add value to the career fields you've listed.*

➤ Do you think that successful completion of these courses, after completing an associate's degree in a business-related field, will adequately prepare students to start, market, and/or operate a new business? Please explain.

*It will give students the tools to succeed. Individual differences in the knowledge, skills and abilities of each student always play a huge factor in success, but I believe the foundation they will have will serve them well.*

- Do you feel there is any critical marketing content missing from the Core Requirements? If so, what specific marketing content should be added, and what Core Requirements content could be replaced? Please explain.

*No. What you're offering seems standard, and comprehensive enough to meet student and employer needs.*

- Do you feel there is any entrepreneurship content missing from the Core Requirements? If so, what specific Entrepreneurship content should be added, and what Core Requirements content could be replaced? Please explain.

*No. What you're offering seems standard, and comprehensive enough to meet student and employer needs.*

- Is there any Core Requirement content that you think is unimportant and/or should be removed? Please explain.

*No. I believe your requirements are essential. None should be removed.*

4. Please provide any other comments about the strengths or weaknesses of this degree, or any suggestions for improving this degree:

*I can't emphasize the importance of embedding oral communication, writing, critical thinking and problem solving experiences into your courses. Employers continually seek excellence in these areas.*

*Thank you for the opportunity to review your program. I look forward to working with you in the future should opportunities arise.*