PROPOSING A MICRO-CREDENTIAL

For Provost's Office Use

Effective Term: FALL _____

PROPOSER'S NAME ((print): Susan Tomask	ki Signature: _				
LEVEL:	X Undergraduate	☐ Graduate	☐ Mixed level			
SCHOOL/COLLEGE:	X Business ☐ Education	☐ Fine & Performing Arts☐ Liberal Arts & Sciences	☐ Science & Engineering☐ Interdisciplinary			
DEPARTMENT(S)/PR	OGRAM(S): School of	Business – Marketing Program	m			
TO PROPOSE A MIC	RO-CREDENTIAL, res	pond below or attach a narr	rative addressing the following items.			
PART I: NAME &	TYPE OF MICRO-CREE	DENTIAL				
NAME of micro	-credential: Food and B	everage Marketing Certificate				
• DESCRIBE the proposed micro-credential. EXPLAIN its value to New Paltz and how students will benefit from it.						
Participants will explore and prepare for a career in the food and beverage industry along one of several potential career paths, including retail management, category management, sales management, advertising, research, and marketing and product/brand management.						
management,	retail, marketing and m	erchandising. Students will learn	evels, with a focus on distribution, category the application of traditional marketing andising, and category management.			
including some credential wou for them. This degree programuniversity in Notadditional studensscript and	e major players in the in old be attractive both to micro-credential would m, or on its own. It can l ew York teaching these lents to SUNY New Palta	dustry such as Goya, Mondelez, current employees of these con formalize a certificate program. be taken by business majors, and differentiated skills and offering and to further differentiate SUI istinct advantage in the recruitm	ignificant number of food companies, PepsiCo, Chobani, and Unilever. This micro- npanies, as well as people who want to worl It can be taken either as part of a New Paltz I non-majors. We would be the only public this microcredential, allowing us to attract NY New Paltz. Students with it on their eent process. It would also help formally			
Check the item	s that apply:					
X This is a <i>curri</i>	<i>cular</i> micro-credential.	Check here \square if non-credit expe	riential learning activities are included.			
 Number 	of credits required for	completion: 15				
☐ This is a <i>cor</i>	npetency badge (non-cr	edit bearing).				
• Proposed start	date: Fall, 2024					
• Financial Aid el	igible? □ No X Yes,	under these circumstances: Fol	lowing normal financial aid rules.			
LIST the Studen proposed micro	-	'Upon successful completion, stu	udents will know or be able to") for the			

- Understand and evaluate the global food industry at all levels and in all segments
- Apply food category management principles to real world businesses

Upon successful completion, students will be able to:

Page 1 of 3 Form rev. 3/20/19

- Analyze and apply the principles of marketing and management to the food and beverage industry
- Apply marketing concepts and principles to food and beverage suppliers and retailers

PART II: TARGET ALIDIENCE

r <i>F</i>	FART II. TARGET AUDIENCE						
•	• PLEASE IDENTIFY THE TARGET AUDIENC	E. (Check all that apply	·.)				
	X Matriculated students	X Undergraduate s	tudents	X Post-baccalaureate students			
	X Prospective new students						
	Please describe the target demograp	Please describe the target demographic: Students who are interested in careers in the food and beverage					
	industry						
•	 ANTICIPATED NUMBER OF PARTICIPANT 	гѕ					
	Please describe the number of students you hope to serve and how this number may change over time.						
	 Starting with approximate 	ly 30 students per yea	ar, and growing to 50	per year by 2027.			
PΑ	PART III: CONTENT AND COURSEWORK	ζ.					
•	Please LIST THE COMPONENTS AND SEQUENCE of the coursework and/or experiences associated with this microcredential. (As applicable, please include the individual and collective number of credit hours involved.)						
	 Required: BUS325 Marketing Principles* – 3 credits BUS328 Food Retail Management – 3 credits BUS329 Food Category Management – 3 credits 						
	 Electives (pick 2 out of the following classes): BUS429 Marketing Strategy – 3 credits BUS327 Sales Management – 3 credits BUS427 Advertising Strategy – 3 credits 						
	Total = 15 credits						
	*Please note, a pre-requisite to BUS	325 is ECO207, Principle	s of Macroeconomics (3 credits) or equivalent			
•	 If coursework is involved, what is the LE 	EVEL OF COURSEWORK?	(Check all that apply.)			
)-level	l 500-level	☐ 700-level			
	☐ 200-level X 400)-level	l 600-level				
•	• If this is <i>a curricular</i> micro-credential, w	hat is the PROPOSED Co	OURSE MODALITY? (CI	heck all that apply.)			
	X Seated	X Online		X Hybrid			
•	 If the micro-credential includes any NEW them for review separately. All course ac can be considered. 						

- - It does not include any new or revised courses
- If the micro-credential includes NON-CREDIT EXPERIENTIAL LEARNING, are programs already in place to offer this to students?

Page 2 of 3 Form rev. 3/20/19 ● n/a

Non-credit experiential learning will be recorded on the Co-Curricular Transcript. Please indicate which of the following Co-Curricular Transcript learning outcome(s) apply. For each applicable learning outcome, please include the rubric(s) you will use to assess student learning.

- n/a
- **STACKABILITY**: If the proposed micro-credential is stackable toward another program or award (micro-credential, certificate, minor, degree), describe the stacking plan, indicating how credits or experiential activities will apply.
 - **This micro**-credential is stackable, as all credits can be applied to any of the undergraduate majors in the School of Business.
- WORKFORCE LINKAGES: Does this program have linkages to industry employers? If so, please describe:
 - n/a

PART IV: RESOURCES

- What new resources (faculty/staff, budgetary, facility), if any, would be needed to support the proposed microcredential?
 - None

PART V: ASSESSMENT

- Describe plans for evaluating the success of the micro-credential. (SEIs alone do not constitute an assessment plan.)
 - We'll be tracking retention and persistence

RECOMMENDATIONS TO APPROVE CURRICULAR MICRO-CREDENTIALS:

By signing below, you confirm that consultation with departments/programs/divisions affected by this new micro-credential has taken place and that sufficient resources exist to support and sustain the program.

For Curricular Micro-Credentials of 9 credits or more:	
Dept. Chair(s)/Program Director(s):	Date:
	Date:
School/College Governance (if required):	Date: <u>ا م / ا م / دع</u>
Academic Dean(s): Kristin Backhaus	Date:
	Date:
[Undergrad] Chair, Curriculum Committee: <u>Kathy Murphy</u>	Date:10/31/2023
[Undergrad] Presiding Officer, Faculty Senate:	
	Date:
Provost/Vice President for Academic Affairs:	Date:

Page 3 of 3 Form rev. 3/20/19