PROPOSING A MICRO-CREDENTIAL

PROPOSER’S NAME (print): Susan Tomaski

Signature: ________________________________

LEVEL: X Undergraduate ☐ Graduate ☐ Mixed level

SCHOOL/COLLEGE: X Business ☐ Fine & Performing Arts ☐ Science & Engineering
☐ Education ☐ Liberal Arts & Sciences ☐ Interdisciplinary

DEPARTMENT(S)/PROGRAM(S): School of Business – Marketing Program

TO PROPOSE A MICRO-CREDENTIAL, respond below or attach a narrative addressing the following items.

PART I: NAME & TYPE OF MICRO-CREDENTIAL

- NAME of micro-credential: Food and Beverage 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.

Students will learn about the global food and beverage industry at all levels, with a focus on distribution, category management, retail, marketing and merchandising. Students will learn the application of traditional marketing strategies, concepts, and tactics to food and beverage retailing, merchandising, and category management.

The NY/NJ area, and the Hudson Valley in particular, is the base for a significant number of food companies, including some major players in the industry such as Goya, Mondelez, PepsiCo, Chobani, and Unilever. This micro-credential would be attractive both to current employees of these companies, as well as people who want to work for them. This micro-credential would formalize a certificate program. It can be taken either as part of a New Paltz degree program, or on its own. It can be taken by business majors, and non-majors. We would be the only public university in New York teaching these differentiated skills and offering this microcredential, allowing us to attract additional students to SUNY New Paltz and to further differentiate SUNY New Paltz. Students with it on their transcript and resume would have a distinct advantage in the recruitment process. It would also help formally establish SUNY New Paltz as a leader in this industry.

- Check the items that apply:
  X This is a curricular micro-credential. Check here ☐ if non-credit experiential learning activities are included.
  • Number of credits required for completion: 15
  ☐ This is a competency badge (non-credit bearing).

- Proposed start date: Fall, 2024
- Financial Aid eligible? ☐ No ☑ Yes, under these circumstances: Following normal financial aid rules.

- LIST the Student Learning Outcomes (“Upon successful completion, students will know or be able to ....”) for the proposed micro-credential.

Upon successful completion, students will be able to:

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

• PLEASE IDENTIFY THE TARGET AUDIENCE. *(Check all that apply.)*
  
  X Matriculated students  
  X Undergraduate students  
  X Post-baccalaureate students  
  X Prospective new students

Please describe the target demographic: Students who are interested in careers in the food and beverage industry

• ANTICIPATED NUMBER OF PARTICIPANTS

Please describe the number of students you hope to serve and how this number may change over time.

• Starting with approximately 30 students per year, and growing to 50 per year by 2027.

PART III: CONTENT AND COURSEWORK

• Please LIST THE COMPONENTS AND SEQUENCE of the coursework and/or experiences associated with this micro-credential. *(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 BUS325 is ECO207, Principles of Macroeconomics (3 credits) or equivalent

• If coursework is involved, what is the LEVEL OF COURSEWORK? *(Check all that apply.)*

  ☐ 100-level  
  ☐ 200-level  
  ☒ 300-level  
  ☐ 500-level  
  ☐ 600-level  
  ☐ 700-level

• If this is a curricular micro-credential, what is the PROPOSED COURSE MODALITY? *(Check all that apply.)*

  X Seated  
  X Online  
  X Hybrid

• If the micro-credential includes any NEW OR REvised COURSES, please append them to this proposal, or submit them for review separately. All course additions or changes must be approved before the micro-credential proposal 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?
• 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 micro-credential?

  o 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: 10/19/23  
Academic Dean(s): ___________________________ Date: ______________  
[Undergrad] Chair, Curriculum Committee: Kathy Murphy Date: 10/31/2023  
[Undergrad] Presiding Officer, Faculty Senate: ___________________________ Date: ______________  
Provost/Vice President for Academic Affairs: ___________________________ Date: ______________  

Kathy Murphy 10/31/2023