

# Marketing Research New Program/Certificate Proposal Process

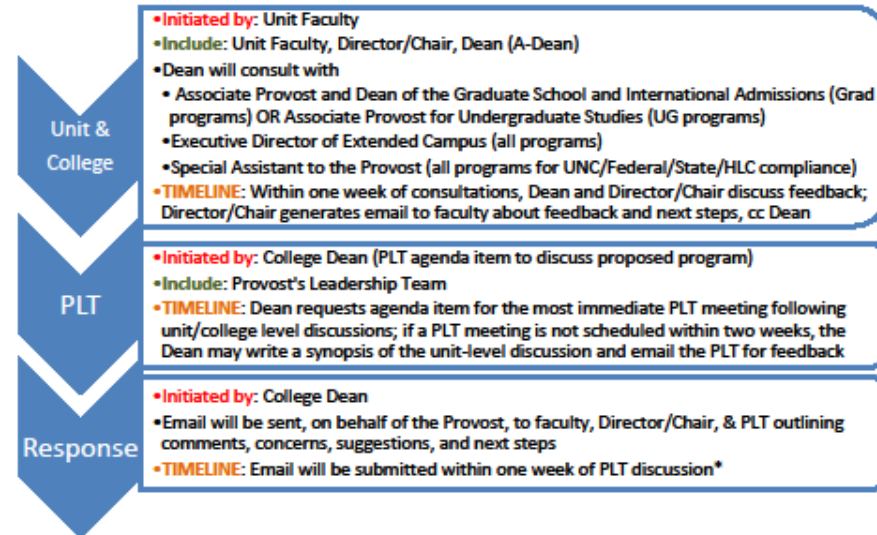
OR How to Get to “GO”



**UNC**

## STEP ONE: Preliminary Discussions

Due to the time commitment involved in the development of programs, the new program proposal process begins with preliminary discussions. The preliminary discussions are intended to provide an opportunity to share the faculty's vision for the new program with others who will be part of the decision-making process should a formal proposal be submitted. The discussions should provide opportunities to address questions and concerns that will assist in preventing unforeseen roadblocks in the proposal process. Extensive written documentation is not required at this time.

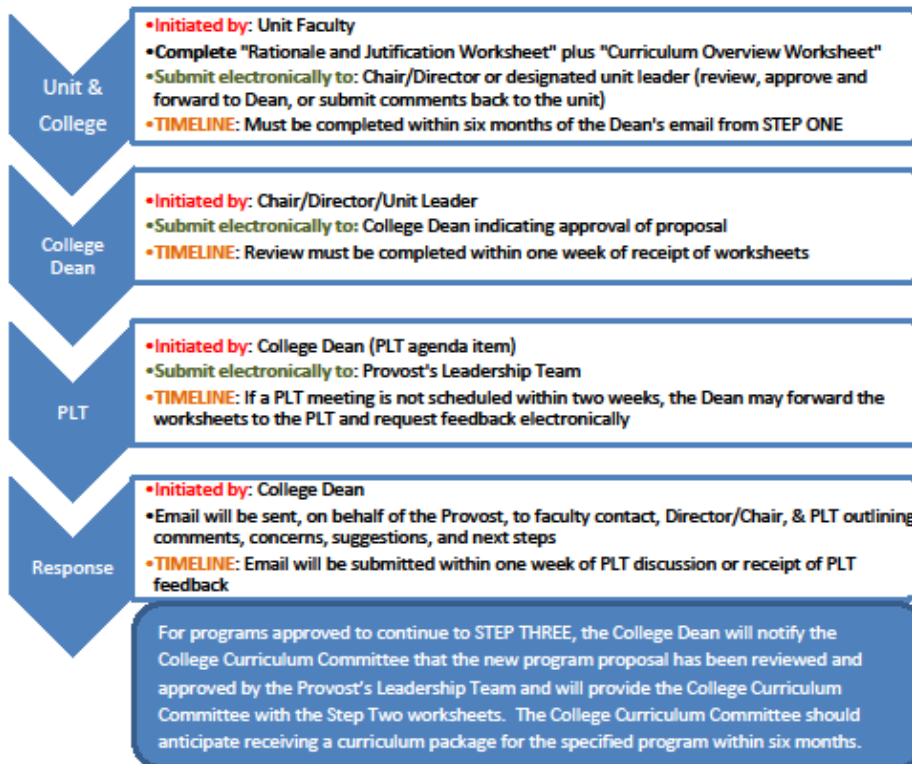


DISCUSSION POINTS
Overview of proposed program
Fit with UNC's role, mission, and core plans
Fit with unit and college-level goals if applicable
Need for program; target audience
Interdisciplinary opportunities within and among colleges
Rationale for offering program at this time
What will this program prepare graduates to do?
Proposed delivery mechanism (on campus, extended campus)
Resources needed to explore this

\*NOTE: Due to the rapidly changing academic climate, in order for a program proposal to remain viable, the program will have six months from the date of the Dean's email (following PLT review) to submit the two worksheets associated with Step Two. Timelines may need to be adjusted based on institutional curriculum deadlines.

## STEP TWO: Timeline Rationale and Justification Worksheet Curriculum Overview Worksheet

Continue to STEP TWO after notification from the Dean's office.



Continue to STEP THREE (UNC's Curriculum Process) after receipt of email.

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# Step Three: UNC Curriculum Approval Process UNC

UNC Curriculum Approval Process UNC Board Policy Manual 1-1-304:

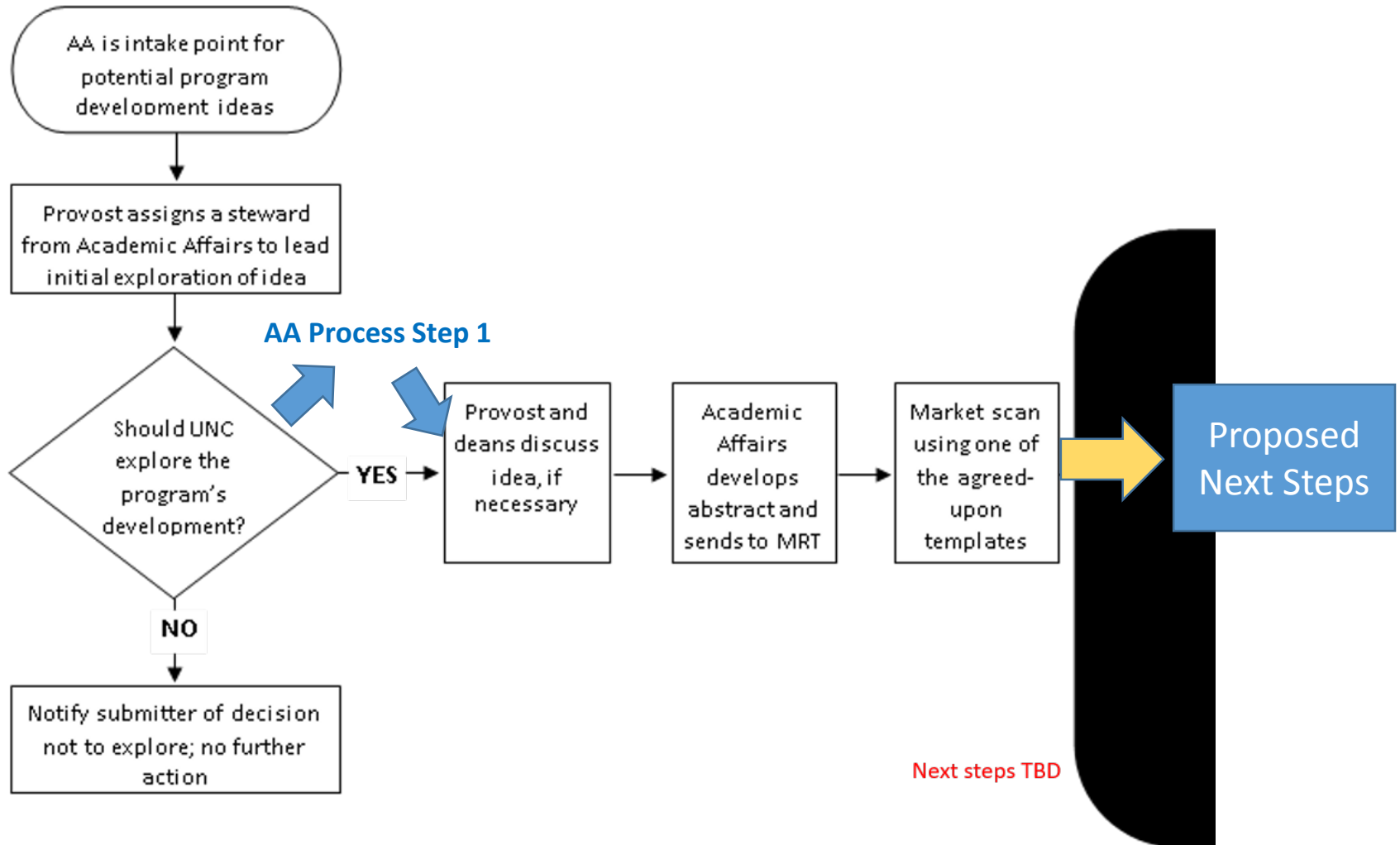
- [http://www.unco.edu/trustees/Policy\\_Manual.pdf](http://www.unco.edu/trustees/Policy_Manual.pdf) UNC University Regulations Part 5:
- [http://www.unco.edu/trustees/University\\_Regulations.pdf](http://www.unco.edu/trustees/University_Regulations.pdf) UNC Curriculum Webpage:
- <http://www.unco.edu/regrec/FacultyStaff/Curriculum.html>
- **EXPEDITED REVIEW** An expedited review process has been developed for new programs such as minors or certificates under

# MRT Process

## Assumptions

- Good ideas originate from multiple sources (faculty, deans, admissions professionals, marketing research, etc.,)
- Ideas are sent to the Provost's office
- AA leads the process
- Market research provides data-based decision making
- Most ideas, if approved by PLT, will receive a market scan

# MRT Process



# Proposed Next Steps

- Market scans provide the data for Step 1.
- After decision on Step 1 PLT can request a feasibility study-from IRMT.
- IRMT assigns feasibility study to a member of MRT.
- Feasibility study is returned to the academic dean of the college where the program originates.