



Marketing

To: Jim Payne, Ph.D.
Dean
J. Whitney Bunting College of Business
Georgia College

From: Karl B. Manrodt, Ph.D.
Chair, Department of Marketing
Professor of Logistics

Date: August 10, 2016

RE: *Name Change Request for the Department of Marketing*

Please find below the rationale for our request to change the name of the Department of Marketing to the Department of Marketing and Logistics.

Academically logistics shares a long and productive history with marketing. Many of the first textbooks in logistics and transportation were written by marketing faculty. They were primarily interested in 'Place', one of the 4 P's of marketing, and later marketing channels research. In many cases marketing doctoral students over the past decade have taken courses in logistics / supply chain management as part of their core classes.

Currently the College of Business has a concentration in logistics and transportation. Demand for students with a major in the area is very high, especially for those with an interest in sales. Last Spring 2016 the logistics faculty hosted six companies as they conducted mock interviews with our students. Collectively, these companies needed to hire in excess of 100 students before the end of the year.

Changing the name of the department will give some assurance to both students and recruiters as to the direction and importance placed on the discipline. It should help further attract recruiters, and hopefully students.

Overall, this name change does support the overall mission of the university and college by emphasizing critical and analytical thinking and effective communication.

The department is now seeking to hire two new assistant professors in marketing; one of the secondary areas of interest is logistics and transportation.

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Having these two new faculty members, along with an existing assistant professor, should further research opportunities and output.

Fortunately, such a name change will not impact resource allocations in any way. There is no need for additional budget dollars, space requirements or support services. This will not in any way impact governance or participation in the university governance system. Hopefully additional staff will be hired as the concentration grows and if the logistics degree is reactivated at Georgia College; that decision, however, is beyond this name change request.

Finally, our recommendation is that the change occur during the Fall semester to minimize costs. As it stands today costs to the change will be minimal. While the new graphic has been introduced earlier this year, we are still in the process of sustainably using our current inventory of letterhead and envelopes. New stationary will be ordered only after a decision on this request has been made.

Thank you for your kind consideration of this proposed change. Please feel free to contact me if you have any additional questions.



Office of the Provost and Vice President for Academic Affairs

Procedure to Establish, Restructure or Rename an Academic Unit

In order for Georgia College to advance its institutional mission there may be a need to establish, restructure or rename an academic unit. An academic unit is defined as a program, department, school, or college. The process of establishing, restructuring or renaming an academic unit shall include a series of steps. The first two steps focus on encouraging a conversation among the faculty, dean and provost about the proposed unit. Following that, information is provided about developing a formal request. The concluding steps, include a number of reviews that lead to a final recommendation to the President.

Specifically,

Step I

The faculty, department chair(s) and college Dean(s) and Provost discuss the prospectus for the establishment/restructuring/renaming of an academic unit(s), focusing on its viability and rationale.

Step II

Following these conversations, the Provost decides if the prospectus is appropriate. If deemed appropriate the Provost then authorizes the development of a formal request.

Step III

Following this approval, the proposer(s) of the academic unit prepares a request for consideration by university governance. If the request is to rename, then a rationale is sufficient documentation. In all other cases, the request shall include (1) the rationale, (2) existing and additional resources needed, and (3) source(s) of funding. The request shall address the following:

1. **Significance:** How does the proposed change positively contribute to the overall mission of the institution? Does the proposed unit duplicate other units?
2. **Excellence:** How does the proposed change contribute to academic excellence? How is quality met within the proposed academic unit?

3. Student Service: How well does the proposed unit meet the needs of the undergraduate and/or graduate student demand?
4. Cost: Is the proposed unit cost effective? How will these costs be funded? What role does centrality to the mission play if the proposed unit is not cost effective?

In developing the request, the following issues should be considered:

1. Resource Allocation (budget, space, support services).
2. Governance (participation in the university governance system).
3. Faculty and Staff (instructional/administrative).
4. Timeframe (proposed effective date).

Step IV

The request is submitted to the Provost for review who may request revisions. If recommended, the Provost submits the request for review to the Executive Committee of the University Senate.

Step V

ECUS shall facilitate the review by the University Senate. If recommended, it is forwarded to the Provost.

Step VI

The request is reviewed by the Provost. If recommended, it is forwarded to the University President.

Step VII

The University President reviews the request and makes the final decision.

Step VIII

The Office of the Provost announces the final decision to the university.