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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 2/2/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 2/17/2022 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Jim Washam 2/4/2022 **College Dean** | Alan Utter 2/21/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Matthew Hill, mdhill@astate.edu, 870-972-2280

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Summer 2022 (2022-23 Bulletin Year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MKTG** |
| **Number\*** |  | **6273** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Digital Marketing** |
| **Description\*\*** |  | **Employment of essential marketing principles and strategies leveraging the potential of digital technologies to build competitive advantage through agile, data-driven, and return on investment-focused practices.** |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
   1. If yes, which ones?

MKTG 6223 Strategic Marketing

* 1. Why or why not?

Students require prior knowledge of marketing in general before focusing on digital forms

1. NO Is this course restricted to a specific major?
   1. If yes, which major?
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Not Applicable

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture Only

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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| 15-week Format | 7-week Format | Module & Content |
| Weeks 1-2 | Week 1 | Module 1: Understanding Digital Marketing Strategy   * Roles in Digital Marketing * Customer Segmentation and Targeting * Objectives and Key Performance Indicators |
| Weeks 3-6 | Week 2-3 | Module 2: Assessing Opportunities in Paid Digital Media   * Types of advertising and marketing on digital platforms * Marketing objectives based on assessed customer needs * Opportunities and strategies associated with paid advertising on websites and digital platforms owned by other companies * Opportunities and strategies associated with content marketing on websites, social media, and digital platforms |
| Weeks 7-10 | Weeks 4-5 | Module 3: Assessing Opportunities in Owned Digital Media   * Differences in paid and owned media – website, blog, social media * Building deep relationships with existing customers * Attracting attention of new customers * Search Engine Optimization * Social Media Fan Pages * Mobile Apps |
| Weeks 11-15 | Weeks 6-7 | Module 4: Implementing an Integrated Digital Marketing Plan   * Create a comprehensive digital marketing plan   + Objectives   + Priorities   + Resourcing   + Content Creation and Curation   + Performance Metrics |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

One faculty member

1. Will this require additional faculty, supplies, etc.?

No

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

The content in this course is needed to provide technologically up-to-date marketing tools and techniques for students seeking the Graduate Marketing Certificate or MBA with concentration in marketing. Additionally, this course will serve as a useful elective for MBA students as digital technologies are needed in a variety of leadership and management roles.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the NGCOB graduate programs is to produce career ready graduates and to enhance the career mobility of those further along in their professional lives. The course provides current content that will not only bring value to the organizations for which students may work but value in terms of students’ personal brand development.

c. Student population served.

Graduate students in the MBA program and the Graduate Certificate in Marketing program.

d. Rationale for the level of the course (lower, upper, or graduate).

The course is a required component of the MBA Concentration in Marketing

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. Not Applicable (new course) Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course fits into the existing outcomes for the MBA program (by addressing three program outcomes) as shown below.

MBA Program‐Level Student Learning Outcomes

• Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.

• Oral Communication: Students will demonstrate an ability to use oral communication effectively.

• Written Communication: Students will demonstrate the ability to communicate effectively in writing

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions. |
| Assessment Measure | MBA Major Field Test administered in capstone Strategic Management. |
| Assessment  Timetable | Spring 2017 and every 2-3 years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of course reporting to Knowledge Application Goal Assessment Team and the NGCOB Assessment Committee |

*(Repeat if this new course will support additional program-level outcomes)*

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| **Program-Level Outcome 1 (from question #19)** | Oral Communication: Students will demonstrate an ability to use oral communication effectively. |
| Assessment Measure | Presentations in capstone Strategic Management evaluated by instructor and faculty volunteers according to NGCOB Oral Com rubric. |
| Assessment  Timetable | Spring 2016 and every 2-3 years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of course reporting to Oral Communication Goal Assessment Team and the NGCOB Assessment Committee |

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| **Program-Level Outcome 1 (from question #19)** | Written Communication: Students will demonstrate the ability to communicate effectively in writing |
| Assessment Measure | Application of Fatal Flaw Policy and feedback from graduate faculty. |
| Assessment  Timetable | Spring 2018 and every 2-3 years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of course reporting to Written Communication Goal Assessment Team and the NGCOB Assessment Committee |

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will learn and use digital marketing terminology appropriately to identify, evaluate, and create digital marketing tools, techniques, and strategy. |
| Which learning activities are responsible for this outcome? | Discussion of current digital marketing materials and creation of comprehensive digital marketing plan |
| Assessment Measure | Creation of comprehensive digital marketing plans |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will engage with current digital marketing news and understand implications for digital marketing strategy. |
| Which learning activities are responsible for this outcome? | Discussion of current digital marketing materials and creation of comprehensive digital marketing plan |
| Assessment Measure | Online discussion boards and class discussion, creation of comprehensive digital marketing plans |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

Page 331 (CURRENT):

**MKTG 6263. Seminar in Contemporary Marketing Issues** A comprehensive study of se­lected concepts and theories in the field of marketing. Prerequisite, permission of professor.

**MKTG 6273. Digital Marketing** **Employment of essential marketing principles and strategies leveraging the potential of digital technologies to build competitive advantage through agile, data-driven, and return on investment-focused practices. Prerequisite, MKTG 6223.**

**MKTG 670V. Marketing Internship** Provides practical marketing experience by assigning students to work in a meaningful capacity in an outside organization. Detailed paper required. Must have approval of Internship Proposal by graduate business programs director and depart­ment chair. Only three hours credit may be applied to degree requirements. Prerequisite, Must have completed 15 hours of graduate courses toward degree as eligibility for internship.

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