
 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>4/29/24</u> UFS Approval _____ Banner _____ Catalog _____
	Department <u>Marketing</u> College <u>Business</u>		
Program Name Digital Marketing Certificate	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2024	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>Two already approved new courses should be added as Marketing Choices for students seeking a Digital Marketing Certificate. MAR4103 Social Media Marketing MAR4732 Influencer Marketing</p>			
<p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179		Consult and list departments that may be affected by the change(s) and attach documentation ITOM; email from chair Tamara Dinev approving change attached	
Approved by Department Chair _____ <i>Korey</i> College Curriculum Chair _____ <i>Dan</i> College Dean _____ <i>Dan</i> UUPC Chair _____ <i>Korey Serge</i> Undergraduate Studies Dean _____ <i>Dan Meeroff</i> UFS President _____ Provost _____		Date 4/9/2024 4-15-24 4/15/24 4/29/24 4/29/24	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

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	Department <u>Marketing</u> College <u>Business</u>		
Program Name Digital Marketing Minor	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2024	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>Two already approved new courses should be added as Marketing Choices for students seeking a Digital Marketing Minor. MAR4103 Social Media Marketing MAR4732 Influencer Marketing</p>			
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Approved by		Date	
Department Chair <u><i>Koray</i></u>		<u>4/9/2024</u>	
College Curriculum Chair <u><i>Julius Negus</i></u>		<u>4-15-24</u>	
College Dean <u><i>Paul W. [unclear]</i></u>		<u>4/15/24</u>	
UUPC Chair <u><i>Koray Serge</i></u>		<u>4-29-24</u>	
Undergraduate Studies Dean <u><i>Dan Meeroff</i></u>		<u>4-29-24</u>	
UFS President _____		_____	
Provost _____		_____	

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DIGITAL MARKETING
UNDERGRADUATE MINOR
UNDERGRADUATE CERTIFICATE

(Minimum of 12 credits required)

The Digital Marketing minor and certificate are jointly offered by the Department of Information Technology and Operations Management and the Department of Marketing. These programs enhance the qualifications of students pursuing careers in fields related to business, marketing and information technologies. Students acquire knowledge and skills in online and digital business and digital product delivery, as well as in developing, analyzing and enhancing a company's presence on the web and in social networking. Professions and majors benefiting from the minor and certificate include marketing, business development, business strategy, information technology, management information systems and others.

The minor is available to all undergraduate degree-seeking students and may be earned upon successful completion of the coursework below and the simultaneous completion of a bachelor's degree at FAU. For non-Business majors, waiver of prerequisites will be made on a case-by-case basis. For Business majors, a maximum of 3 credits used for the minor may count toward other Business major requirements. A minimum of two courses (6 credits) must be exclusive to the minor. For exceptions, a petition should be submitted to the ITOM Department chair or the Department of Marketing chair.

The certificate is available to degree-seeking students, non-degree students and working professionals. Students pursuing the certificate may apply for it in the College of Business Office of Student Academic Services upon successful completion of the coursework below.

Students cannot obtain both a certificate and a minor. Both programs require 12 credits each, with minimum grades of "C" required in all courses for the minor and certificate. For the minor, at least 9 of the 12 credits must be earned from FAU.

Information Technology and Operations Management Courses
(Select two courses from the following four)

Social Media Innovation	ISM 3007
Contemporary Issues of Digital Data Management	ISM 4041

Social Media and Web Technologies	ISM 4054
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Social Media and Web Analytics	ISM 4420
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Marketing Courses

(Select two courses from the following four)

Marketing Research and Information Systems	MAR 4613
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Digital Marketing	MAR 4721
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Social Media Marketing	MAR 4103
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Influencer Marketing	MAR4732
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