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Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT NAME: INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT

COLLEGE OF: BUSINESS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX ___ ISM _____ COURSE NUMBER __3007____ LAB CODE (L or C) _____

(TO OBTAIN A COURSE NUMBER, CONTACT ERUDOLPH@FAU.EDU)

COMPLETE COURSE TITLE SOCIAL MEDIA INNOVATION

EFFECTIVE DATE

(first term course will be offered)

___ FALL 2012 _____

CREDITS:3

TEXTBOOK INFORMATION: No textbook is required but many suggested readings.

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR PASS/FAIL _____ SATISFACTORY/UNSATISFACTORY _____

COURSE DESCRIPTION, NO MORE THAN 3 LINES:

In this course you will learn how social media works, why social media matters to business, and how to use it successfully.

PREREQUISITES W/MINIMUM GRADE: *

COREQUISITES:

OTHER REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):

PREREQUISITES, COREQUISITES & REGISTRATION CONTROLS SHOWN ABOVE WILL BE ENFORCED FOR ALL COURSE SECTIONS. DEFAULT MINIMUM GRADE IS D-

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: PHD IN THE DISCIPLINE OR SACS QUALIFIED INSTRUCTOR

WAC/GORDON RULE COURSE?

YES

If yes, syllabus with WAC/GR criteria clearly indicated must be attached.

NO

For GR & WAC guidelines, go to:
<http://www.fau.edu/WAC/>

Other departments, colleges that might be affected by the new course must be consulted. List entities that have been consulted and attach written comments from each.

Faculty Contact, Email, Complete Phone Number
 Tamara Dinev, tdinev@fau.edu, 561-297-3181

GENERAL EDUCATION REQUIREMENT (X IN FRONT OF SELECTION):

Communications _____ Math _____ Social Sciences _____
 Humanities _____ Natural Science _____ Non Applicable _____

SIGNATURES

SUPPORTING MATERIALS

<p>Approved by: Department Chair: _____ College Curriculum Chair: _____ College Dean: _____ UUPC Chair: _____ Provost: _____</p>	<p>Date: 2.29.12</p>	<p>Syllabus—must include all details as shown in the UUPC Guidelines. Go to: www.fau.edu/academic/registrar/UUPCinfo/ to download this form and guidelines to fill out the form. Written Consent—required from all departments affected.</p>
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Email this form and syllabus to erudolph@fau.edu one week **before** the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website by committee members prior to the meeting.