


MEMORANDUM

To: College of Business Undergraduate Council
From: Tamara Dinev, Department Chair and Professor  p.p.
Subject: Proposal to create a Certificate in Digital Marketing, jointly offered by ITOM and the Department of Marketing.
Date: September 20, 2013

The Department of Information Technology and Operations Management (ITOM) and the Department of Marketing propose to establish a Certificate in Digital Marketing. The certificate will allow non-degree seeking students as well as working professionals to expand their knowledge and skills about the concepts, technologies, and tools of Digital Marketing and be recognized for their achievement. Information Systems, Web, Mobile and Social media connectivity and the use of the copious amounts of digital data have become a key consideration for Marketing and Sales professionals and executives today.

This certificate is to be offered in alignment with the existing Minor in Digital Marketing. Therefore, the courses required for the proposed certificate are already offered by the departments. No new courses are being proposed specifically for the certificate.

Rationale. A high interest has already been shown from industry professionals about the newly established existing Minor in Digital Marketing. All of them register as non-degree seeking students, take the necessary Minor courses to get the education they need to advance their career. Unfortunately since they are non-degree seeking students, they cannot get recognition of their new educational achievement.

We are seeking to establish the Certificate program in Digital Marketing which will serve our professional community and recognize their educational advancement.

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PROPOSED TEXT:

The Certificate in Digital Marketing is a 12 credit program offered jointly by the Department of Marketing and the Department of Information Technology and Operations Management (ITOM). The Certificate is available to all FAU students and enhances the qualifications of students pursuing careers in fields related to business, marketing, and information technologies. Students will 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, mobile, and the Social Networking space. Professions and majors that will benefit from the minor include Marketing, Business Development, Business Strategy, Information Technology, Management Information Systems, and others.

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 the Minor and Certificate programs require 12 credits each, with minimum grades of "C" required in all courses. For non-Business majors, waiver of prerequisites will be made on a case-by-case basis. ITOM will be the primary department responsible for advising the students about the Digital Marketing Minor.

ITOM -6 credits.

Choose two courses from the following 4:

1. ISM 4420 Social Media and Web Analytics
2. ISM 4041 Social, Legal, and Ethical Issues of Digital Data (title change pending: Contemporary Issues of Digital Data Management)
3. ISM 3007 Social Media Innovation
4. ISM 4054 Social Media and Web technologies

Department of Marketing -6 credits:

1. MAR 4613 Marketing Research
2. MAR 4721 Marketing on the Internet

END OF PROPOSED TEXT:

Both Marketing Department and ITOM have voted unanimously in favor of the creation of the Certificate in Healthcare Information Systems.

Should you require anything further, please contact Tamara Dinev, College of Business, FL218, extension 7-3181. Thank you for your consideration.

Approved by:

Date:

Department Chair: Jahyun Goo on behalf of Tamara 9.20.13

College Curriculum Chair: Ethel Wynn 9/24/13

College Dean: Paul Horvath 9.25.13

UUPC Chair: J E My 10/4/13

Undergraduate Studies Dean: Earl Smith 10/7/13

UFS President: _____

Provost: _____