

REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue - why the issue is being considered:

The Department of Management and Marketing is proposing a credit bearing certificate in Digital Marketing Analytics. The 12-credit certificate in Digital Marketing Analytics complements existing Management & Marketing and Information Systems programs in the College of Business. The certificate also differs from and complements the Marketing major which is focused more on comprehensive marketing, and Marketing Analytics Emphasis which is focused more on marketing analytics based on statistical methods.

Points Discussed by Committee:

1. Certificate interests limited to marketing majors, however, any student completing prerequisite coursework can complete the certificate.
2. Prerequisite courses needed for completion of certificate.
3. Additional requirements beyond 12-credit course completion (i.e. external certification, industry experience, program assessment exam).
4. Faculty workload to track certificate-seeking students' progress and completion.

Pros of Recommendation:

The certificate helps students prepare to go beyond the minimum course requirements and prepare for successful careers in digital marketing. The offering provides some distinctives in the region.

Cons of Recommendation:

None

Technology/Human Resource Impact:

None

Committee Recommendation:

The committee recommends approval of the credit bearing certificate in: Digital Marketing Analytics to be administered by the Department of Management & Marketing.

MOTION FOR THE UNIVERSITY SENATE

The University Senate Committee: Academic Policies Committee

by a vote of 8 for to 0 against on February 5, 2019 (Date)

Recommends that:

The Department of Management & Marketing will offer a credit bearing certificate: Certificate in Digital Marketing Analytics starting with the 2019/20 AY.

Implementation Date: 19/20 catalog

Signed: _____

Chair of the Committee

Send to: University Senate Office