

**CREDIT-BEARING CERTIFICATE PROGRAM PROPOSAL
COLLEGE OF BUSINESS**

I. Background Information

A. Title of Program: **Digital Marketing Analytics Certificate**

B. Department(s)/Program(s): Management and Marketing

C. Administrative Home: Management and Marketing

D. Division: **Undergraduate** **Graduate**
(Requires approval by APC*) (Requires approval by GC**)

E. Effective Year and Term for Implementation of Action: Fall 2019

II. Unit Approvals

	Signatures	Date
A. Department Chair(s)/Program Director(s)		
B. Dean of College		
C. Chair, Academic Policies Committee		
D. Chair, Graduate Council		

III. Certificate program proposals should originate at the department/program level; all affected departments/programs must endorse proposals. Each proposal will include the following:

A. Context for the certificate program (any predecessor programs, relationship to existing programs, alignment with university mission);

A certificate in Digital Marketing Analytics complements existing Management & Marketing and Information Systems programs in the College of Business. This certificate focuses on the “digital” scope of marketing data. Digital marketing analytics certificate is designed for students who plan to prepare for their successful careers in digital marketing by obtaining academic and field-related knowledge including web data analytics, social media marketing, and search engine optimization. This 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.

This certificate specifically aligns with the following University mission: “Educational opportunities responsive to the needs of our communities, state, region and beyond.”

B. Rationale explaining need for the program (e.g., target audience(s), evidence of long-term need, anticipated enrollment);

According to 2018 CMO Survey conducted by Duke University and American Marketing Association, companies would increase spending on digital marketing by 12.3% on average in the next year. A labor market research reports that digital marketing jobs were posted more than 174,000 in 2016, growing 92 percent from 2011 and 2016.

We estimate approximately ten percent of marketing majors might declare this certificate.

C. Statement of benefits to students, the department(s)/program(s), college(s), and university;

The certificate program will help students prepare to go beyond the minimum course requirements and prepare for successful careers in digital marketing by obtaining academic and field-related knowledge about digital marketing and digital marketing analytics. This certificate is available to any UW-Eau Claire student.

D. Description of the academic component including:

i. Learning goals and outcomes for students;

Students with Digital Marketing Analytics Certificate will be able to

- demonstrate the foundations of digital marketing,
- develop and implement digital marketing plan
- analyze the effectiveness of digital marketing.

E. Specification of any program admission requirements, minimum GPA requirements for courses, GPA requirements for certificate completion above the university minimum, applicability of the S/U option;

The 12 credits of coursework must be completed with a “B” or higher grade in each course. Completion of the certificate is noted on the student’s official transcript (prerequisites will apply).

Course array, including specification of new, required and elective courses. If electives are allowed within the certificate program, an explanation of the proposed electives in light of the need for program cohesion should be included.

Required courses (6 credits)

- MKTG333 Digital Marketing
- MKTG338 Marketing Analytics & Technology

You must earn 6 credits from the following courses:

- MKTG334 Marketing Research
- MKTG434 Advanced Marketing Analytics
- MKTG438 Marketing Management
- MKTG332 Marketing Communications and Promotion Analysis
- MKTG432 Retail Management
- MKTG491 Selected Topics

Note: Each of these courses has prerequisites, so students will be responsible for fulfilling these in order to get admitted into the classes.

External Certifications

Students must earn a minimum of 100 points from the listed external certification.

- AMA PCM®, Digital Marketing Certification (Points – 100)

Free and online courses are available:

- Google Analytics Certification (Points – 40)
- Google AdWords (Points – 60)
- HubSpot Social Media Certification (Points – 30)
- HubSpot Email Marketing Certification (Points – 30)
- HubSpot Content Marketing Certification (Points – 30)

Students who are interested in obtaining other certifications that are not listed must contact Dr. Kim (kimkyoun@uwec.edu) or Dr. Rokonzaman (rokonuzm@uwec.edu) for verification and approval.

Industry Experience

Students must provide evidence of internship or work experience in digital marketing positions for either a profit or a non-profit organization while completing the BBA degree. Typically,

students should have a minimum of 120 hours of experience. Students should consult with Dr. Kim or Dr. Rokonzaman to verify whether their industry experience meets the criteria.

Students are required to submit (1) a resumé, (2) a reflection paper, and (3) a letter of recommendation from an organization advisor/supervisor. The letter of recommendation should include the title of the position, number of hours of work performed, the job responsibilities, and an assessment of the work performance of the student.

Internship Reflection Paper (2 to 4 pages, single-spaced, 12-point font)

Candidates for the certificate need to submit a paper that reflects on their working experiences related to digital marketing. The following components should be included:

- (1) Outline your working experience related to digital marketing and digital marketing analytics, including job responsibilities, skills learned, project descriptions, and problems encountered.
- (2) Describe how you met each of the listed goals with measurable performance (e.g., KPIs).
- (3) Describe what you learned from the working experience.
- (4) Describe the academic concepts and skills covered in classes that you used or observed being used during the internship. Describe any academic concepts or skills NOT covered in classes that you used or observed being used during internship.

Students must declare the Digital Marketing Analytics Certificate at the advising office and submit an eform with their resume, letter of recommendation, and reflection paper.

UWEC Assessment Exit Exam

After students submit their applications, candidates for the certificate must pass the assessment exam at least 4 weeks before Finals Week in each semester. Students have up to 2 attempts to pass the exit exam in total.

This certificate can be combined with other COB majors, including some Management and Marketing majors. Please see the list of approved major/minor combinations within a single department that satisfy university academic concentration requirements.

F. Description of the administration, staffing, and budgeting for the program, including:

i. Faculty/staff participating in the certificate program;

Dr. Kim (kimkyoun@uwec.edu) and Dr. Rokonzaman (rokonuzm@uwec.edu), both of whom will evaluate the resume, letter of recommendation, and reflection paper for each student.

ii. Proposed frequency of offering for courses included in the certificate program;

Most of the courses are offered every semester (some with multiple sections). MKTG 332 and MKTG 432 are offered annually.

iii. Proposed arrangements for ongoing advising for students in the certificate program;

Dr. Kim and Dr. Rokonuzzaman will serve as the primary advisors; however, students pursuing this certificate could be advised by ARCC or any Marketing faculty advisor.

iv. Anticipated need for student support services for students enrolled in the certificate program;

Nothing specific to this program.

v. Identification of an administrative home for certificate programs involving more than one academic department/program;

N/A

vi. Funding needs to initiate and maintain the certificate program, including source(s) of funding and any needed resource reallocation;

N/A

vii. Impact on existing courses and programs.

The courses for this certificate are part of the Marketing major. Marketing majors would take all the courses for the certificate, plus additional courses.

The courses for this certificate do not duplicate with any courses across campus (e.g., with advertising or math analytics).

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Additional Information

- Certificate program proposal elements were approved by University Senate on October 28, 2014.
- For complete information, see Policy Statement on Credit-Bearing Certificate Programs at <https://universityofwieuclaire.sharepoint.com/sites/COB/administration/Curriculum/Policy%20Statement%20on%20Credit-Bearing%20Certificate%20Programs.docx?d=w1af5570211af47d6b225c22a878bd791>

- Submit the certificate proposal electronically to the College of Business Curriculum Committee (prattja@uwec.edu).
- Finalized proposals will be considered by the College of Business Curriculum Committee (COBCC). The COBCC will route the approved proposal to APC or GC as appropriate.