



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Digital Marketing (for non-business majors)
INTENDED DATE OF IMPLEMENTATION:	Spring 2020
PROPOSED CIP CODE:	52.1401
UNIVERSITY DEPARTMENT:	Entrepreneurship, Management, & Marketing
UNIVERSITY DIVISION:	Beacom School of Business

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Elizabeth M. Freeburg

Institutional Approval Signature

President or Chief Academic Officer of the University

12/2/19

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Is this a graduate-level certificate or undergraduate-level certificate?

Undergraduate Certificate Graduate Certificate

2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate.

The Beacom School of Business seeks permission to offer a new undergraduate certificate in Digital Marketing for non-business majors. This certificate will use existing courses developed for the BBA, marketing major to allow non-business students to benefit from study in marketing principles, digital marketing concepts, and digital marketing tools. Students will also be exposed to promotions, sales, and consumer behavior along with other marketing concepts such as integrated marketing strategies, thus adding depth to the non-major's college experience and adding value to the student's degree.

3. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

4.

Not applicable. The University of South Dakota offers a major in marketing.

5. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.

The global world today is becoming an increasingly digital world. Improving a business' ability to market in this world requires an understanding of marketing concepts, acquisition of digital tools & technology skills, and ability to utilize marketing skills to enhance a consumer's digital experience. According to LinkedIn, as reported by CNBC, the 25 most in-demand technical skills companies most need includes social media marketing and digital marketing.¹ This Digital Marketing Certificate provides the non-business major with exposure to both areas, thus enhancing their skill set and employability for the digital world. Additionally, according to the National Association of Colleges and Employers, the ability to sell and influence others was one of the top 10 skills employers say they seek in potential new employees.²

The Digital Marketing Certificate knowledge and skills such as the technical expertise to analyze digital traffic patterns is a valuable asset for employees, especially with the increasing usage of artificial intelligence and machine learning.³ Whether targeting consumers, other businesses, donors, or others, one's digital marketing communication should revolve around a well-developed digital marketing strategy.

This certificate will assist non-business students on their pathway to enhanced occupational opportunities and contributes to the Board of Regents' 2014 Strategic Plan efforts to "contribute to the state's workforce and economic development."

6. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

It is intended and anticipated that the primary audience will be non-business majors. Business majors with an interest in this subject area will most likely undertake a double major, with marketing as one of the majors.

7. Certificate Design

A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?

N/A

¹ <https://www.cnbc.com/2019/01/08/the-25-most-in-demand-technical-skills-of-2019-according-to-linkedin-.html>

² National Association of Colleges and Employers (NACE), as reported by Adams, Susan, "The 10 Skills Employers Most Want In 20-Something Employees," Forbes (October 11, 2013), available from <https://www.usd.edu/-/media/files/academic-affairs/curriculum-and-instruction/usdnewugradcertsmall-business.ashx?la=en>.

³ <https://digitalmarketinginstitute.com/en-us/blog/4-big-benefits-digital-marketing-career>.

B. Is the certificate a value added credential that supplements a student’s major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

Yes. This certificate is an added value for all non-business majors who anticipate entering the workforce. Business majors desiring this knowledge and skill set will most likely pursue a double major, with marketing as one of the majors.

C. Is the certificate a stackable credential with credits that apply to a higher level credential (i.e., associate, bachelor’s, or master’s degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

This certificate is stackable. All 9 credits can apply as electives in an Associate’s degree in General Studies.

8. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form). Certificate programs by design are limited in the number of credit hours required for completion. Certificate programs consist of nine (9) to twelve (12) credit hours, including prerequisite courses. In addition, certificates typically involve existing courses. If the curriculum consists of more than twelve (12) credit hours (including prerequisites) or includes new courses, please provide explanation and justification below.

Prefix	Number	Course Title	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
BADM	370	Marketing	None	3	No
MKTG	445	Digital Marketing	BADM 370	3	No
MKTG	450	Digital Marketing Tools & Technology	BADM 370 and MKTG 445	3	No
Subtotal				9	

9. Student Outcome and Demonstration of Individual Achievement.

Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.

Digital Marketing Certificate graduates will demonstrate an:

1. understanding of:
 - a. fundamental marketing concepts and terminology,
 - b. principles, generalizations and theories of marketing, and
 - c. marketing mix-*price, product, promotion and placement (distribution)*, consumer behavior, business to business marketing, market segmentation and positioning, marketing management, integrated marketing communications, and relationship marketing.
2. ability to design an appropriate marketing mix for an identified market segment

3. ability to develop cohesive digital marketing strategies and effective digital campaigns.
4. illustrate the concept of digital strategy by creating a digital marketing audit and digital marketing plan.
5. ability to differentiate various technical solutions by creating a custom scoring system and evaluating digital marketing software tools.

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.

Individual Student Outcome	Digital Marketing Certificate		
	BADM 370	MKTG 445	MKTG 450
Understand the place and contribution of marketing to the business enterprise in a market based economic system.	X	X	X
Understand fundamental concepts, terminology, and practices of modern marketing, including the marketing mix.	X	X	X
Develop cohesive digital marketing strategy and effective digital campaign.		X	X
Illustrate the concept of digital strategy by creating a digital marketing audit and digital marketing plan.			X
Differentiate various technical solutions by creating a custom scoring system and evaluating digital marketing software tools.			X

10. Delivery Location.

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

- A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	Spring 2020

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	Yes	Community College of Sioux Falls	Fall 2021

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	018 Internet Synchronous	Fall 2021
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

- B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? *This question responds to HLC definitions for distance delivery.*

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

11. Additional Information:

This proposed certificate is composed of exiting courses in the marketing curricula within the Beacom School of Business. No additional resources are anticipated. The goal is to enhance students' educational experience providing them with additional skills to enhance their preparation for the workforce.