



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
 New Course Request

USD School of Business-Entrepreneurship, Management, and Marketing
Institution **Division/Department**

Elizabeth M. Freeburg 2/6/17
Institutional Approval Signature **Date**

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MKTG 450	Digital Marketing Tools & Technology	3

Course Description
This course focuses on digital marketing tools, how to utilize them, and how to evaluate their effectiveness. The course will provide students with the ability to use digital marketing tools and software to reach specific business and communications objectives. Students will learn to use data analytics and reporting tools to synthesize data and generate evidence-based marketing insights.

Pre-requisites or Co-requisites (add lines as needed)

Prefix & No.	Course Title	Pre-Req/Co-Req?
BADM 370	Marketing	Pre-Requisite

Registration Restrictions N/A

Section 2. Review of Course

- 2.1. Was the course first offered as an experimental course? No, taught in seminars
 2.2. Will this be a common or unique course?

Unique Course

Prefix & No.	Course Title	Credits
BADM 472	Marketing Technology	3

Provide explanation of differences between proposed course and existing system catalog courses below

Course description for BADM 472: This course focuses on two aspects of technology and marketing: the use of technology within the marketing field and the marketing of technology products. Different technologies to be evaluated may include database applications (CRM), technologies within marketing research, e-commerce technologies and tools used for marketing analytics. In addition, the unique aspects associated with the marketing of high technology products will be examined, including the unique application of the four P's, and differing product life cycles.

The proposed **Digital Marketing Tools & Technology (MKTG 450)** course differs from the current BADM 472 Marketing Technology in scope and in depth. The course description for BADM 472 indicates that half of the course is dedicated to marketing high technology products. The proposed course will not cover this topic area. Instead it will go into more depth and application of the tools used in digital marketing including topic areas not currently covered in BADM 472 (e.g. social media). It expands beyond evaluating and examining the technologies used in marketing (BADM 472) to allow students to have their hands on the most innovative, widely-used digital marketing tools with the overall goals of enabling students to master, and get certified for, those tools. Further, **Digital Marketing Tools & Technology (MKTG 450)** provides students with the opportunity to work with data sets, using the learned tools, to provide evidence-based insights to strategic marketing problems that real companies are facing.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Schedule Management, explain: The course will become part of our marketing
electives rotation.

3.2. Existing program(s) in which course will be offered: BBA in Marketing

3.3. Proposed instructional method by university: R Lecture

3.4. Proposed delivery method by university: 001 Face-to-face

3.5. Term change will be effective: Fall 2017

3.6. Can students repeat the course for additional credit?

Yes, total credit limit: _____ No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped?

Yes, max per section: 45 No

3.9. Will this course equate with any other unique or common courses in the common course system database in Colleague and the [Course Inventory Report](#)?

Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department Code: UEMM

4.2. Proposed [CIP Code](#): 52.1401

Is this a new CIP code the university?

Yes No

NEW COURSE REQUEST Supporting Justification for On-Campus Review

Mark Yockey		
Request Originator	Signature	Date
Mark Yockey		
Department Chair	Signature	Date
Dean Venky Venkatachalam		
School/College Dean	Signature	Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum. Digital marketing is a relatively recent addition to the marketing discipline. Its importance continues to grow. We have been developing and offering digital marketing courses as special topics for the past 3 years and now want to make these permanent course options. Adding this course will help equip our marketing students with cutting edge skills desired in the market.

This course and the accompanying request for MKTG 451 Digital Marketing Strategies have both been offered twice as Seminar classes under the titles Social Media Marketing and Internet Marketing. Based on the feedback from both students and faculty, we are proposing two new courses with a realignment of the content.

2. Note whether this course is: _____ Required _____ Elective

3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course? None.

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made. Not dual listed.

5. Desired section size _____ 40 _____

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).

William Jones, Ph.D. in Marketing, Assistant Professor
Samer Sarofim, ABD in Marketing, Assistant Professor

7. Note whether adequate facilities are available and list any special equipment that will be needed for the course.

Adequate facilities are available.

8. Note whether adequate library and media support are available for the course.

Adequate library and media support are already available.

9. Will the new course duplicate courses currently being offered on this campus?

_____ Yes _____ No

10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.

Not offered for variable credit.

11. Add any additional comments that will aid in the evaluation of this request.

We have been offering digital marketing as special topics courses for three years. During that time, faculty members have been developing curriculum appropriate for this emerging field. The marketing faculty believe the two courses being proposed provide flexibility for the future of the curriculum for this rapidly changing area.