



**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 02/07/2017  
**Institutional Approval Signature** **Date**

**Section 1. Course Title and Description**

Prefix & No.	Course Title	Credits
MKTG 451	Digital Marketing Strategy	3

**Course Description**  
 This course prepares students with the foundation understanding of various forms of digital marketing and how firms use them strategically to make intelligent business decisions in the digital age. Students will explore implications, opportunities and challenges for businesses and communications professionals using digital marketing. Students will learn how to develop cohesive digital marketing strategies and effective digital campaigns.

**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, only through seminars.  
 2.2. Will this be a common or unique course?

Unique Course

Prefix & No.	Course Title	Credits
BADM 378	Marketing for E-Commerce	3

*Provide explanation of differences between proposed course and existing system catalog courses below*  
 \*\*\*Course description for BADM 378: Considers the theories and processes that guide the marketing of goods and services electronically. Some of the course topics include the development of a web presence, cyber laws, and reaching the intended market segment.  
  
 The **Digital Marketing Strategy (MKTG 451)** course expands beyond the notion of e-commerce and marketing goods and service electronically (BADM 378). The new course focuses on integrating digital marketing strategies with the broader marketing strategy and with the overall organization strategy. It will include topic areas not currently covered in BADM 378 including internal and external branding strategies, intra-departmental implications, changes in consumers' behaviors, and the on-going development of marketing research. Furthermore, **Digital Marketing Strategy (MKTG 451)** provides students with the opportunity to work on client-based projects to develop an integrated digital marketing plans that encompasses the various aspects of marketing strategy, implementation, and evaluation.

### **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