

Program Change Request

APPROVED BY SENATE
04/24/2023

EP.23.069_FINAL
Approved by EP 04/10/2023

Date Submitted: 03/24/23 1:34 pm

Viewing: **5984 : Digital Marketing -
Floating (online)**

Last approved: 04/12/21 3:46 pm

Last edit: 04/11/23 11:24 am

Changes proposed by: Lorena Nicholas

Digital Marketing Concentration

Catalog Pages
Using this
Program

Proposal Type:

In Workflow

1. U Program Review
2. 1230 Head
3. KM Committee Chair
4. KM Dean
5. University Librarian
6. Grad_College
7. COTE Programs
8. Provost
9. Senate EPC
10. Senate
11. U Senate Conf
12. Board of Trustees
13. IBHE
14. HLC
15. DOE
16. DMI

Approval Path

1. 03/27/23 3:50 pm
Emily Stuby
(eastuby):
Approved for U
Program Review
2. 03/27/23 4:02 pm
Carlos Torelli
(ctorelli):
Approved for 1230
Head
3. 03/28/23 10:40
am
Susan Curtis
(smcurtis):
Approved for KM
Committee Chair
4. 03/28/23 10:44
am
Brooke Elliott
(wbe): Approved
for KM Dean

5. 03/28/23 12:58 pm
Chris Prom
(prom): Approved for University Librarian
6. 03/31/23 8:49 am
Allison McKinney
(agrindly): Approved for Grad_College
7. 04/04/23 10:56 am
Brenda Clevenger
(bmclvng): Approved for COTE Programs
8. 04/10/23 8:02 am
Brooke Newell
(bsnewell): Approved for Provost

History

1. Apr 12, 2021 by Whitney Smith (wsmith42)
2. Apr 12, 2021 by Kathy Martensen (kmartens)

Concentration (ex. Dietetics)

This proposal is
for a:
Revision

Administration Details

Official Program Name	Digital Marketing - Floating (online)
Diploma Title	
Sponsor College	Gies College of Business
Sponsor Department	MBA Administration
Sponsor Name	Nerissa Brown, Associate Dean Graduate Programs Brooke

~~Elliott, Associate Dean, EY Distinguished Professor in Accounting~~

Sponsor Email nerissab@illinois.edu ~~wbe@illinois.edu~~

College Contact [Amanda Brantner](mailto:Amanda.Brantner) ~~Mark Peecher~~

College Contact
Email

amandab@illinois.edu

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College Budget Officer [Gina Oleynichak](mailto:Gina.Oleynichak)

Officer

College Budget Officer Email goleynic@uillinois.edu

Officer Email

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

Does this program have inter-departmental administration?

No

Proposal Title

Effective Catalog Term Fall 2023

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Revise the concentration in Digital Marketing in the Gies College of Business and the Graduate College

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

This Graduate Concentration revision (key 971) is related to MBA Program revision (key 596).

Program Justification

Provide a brief description of what changes are being made to the program.

MBA 541 (Marketing in a Digital World) and MBA 544 (Marketing in an Analog World) are replaced by the recently approved course MBA 545 (Marketing in a New Digital World).

Did the program content change 25% or more in relation to the total credit hours, since the 2020-2021 catalog. (<http://catalog.illinois.edu/archivedacademiccatalogs/2020-2021/>)

Yes

Why are these changes necessary?

MBA 541 (Marketing in a Digital World) and MBA 544 (Marketing in an Analog World) are replaced by the recently approved course MBA 545 (Marketing in a New Digital World). The new course covers all topics covered in MBA 541 and 544 and is a better fit for the program's future needs. Additionally, the MBA coursework is the same sponsoring unit/roll up administration as this program, therefore, letters of support are not needed.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects outside of the sponsoring department impacted by the creation/revision of this program?

No

Program Regulation and Assessment

Plan to Assess and Improve Student Learning

Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

- (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment
- (2) employ marketing analytics to visualize and use data
- (3) understand how digital channels are used in marketing.

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

Program

Description and

Requirements

Attach Documents

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PublicAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

Revised programs [Digital Marketing side by side V2 \(2\).xlsx](#)

Attach a revised Sample Sequence (for undergraduate program) or college-level forms.

Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

(Draft) The Digital Marketing Concentration is designed to develop leaders who (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment, (2) employ marketing analytics to visualize and use data, and (3) understand how digital channels are used in marketing. This concentration will not only provide a strong foundational knowledge of digital marketing, but also provide students multiple opportunities to apply this knowledge via experiential learning opportunities.

Exceptions to the required courses will not be permitted.

Statement for

Programs of

Study Catalog

[Graduation Requirements](#)

[Minimum Cumulative GPA: 2.75](#)

[Minimum hours required for concentration completion: 12 hours](#)

Course List

Code	Title	Hours
MBA 541	Course MBA 541 Not Found	2
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 544	Course MBA 544 Not Found	
MBA 545	<u>Marketing in Our New Digital World</u>	4
Total Hours		12

Program Relationships

Corresponding

Program(s):

Corresponding Program(s)
Business Administration, MBA - Online (iMBA)
Accountancy, MS (on campus & online)
Management, MS (on-campus & online)

Program Features

Academic Level Graduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Additional concentration notes (e.g., estimated enrollment, advising plans, etc.)

Delivery Method

This program is available:

Online Only - The entire program is delivered online, students are not required to come to campus.

Describe the use of this delivery method:

Courses are delivered fully online through Compass2G (Blackboard) and Coursera. Each course has two structural components. One component is the self-directed, asynchronous part of the course, which is designed to help students develop foundational knowledge. That material is delivered via pre-recorded videos, complementary readings, and quizzes.

The second component is the high engagement part of the course. It is an expansion of the foundational materials and involves weekly live sessions in a virtual classroom led by Gies Business faculty. Other high-engagement content will come in the form of readings, in-depth exercises and assignments, and case studies.

Enrollment

Describe how this revision or phase down/elimination will impact enrollment and degrees awarded. If this is an elimination/phase down proposal include the plans for the students left in the program.

This should not have any impact on enrollment and degrees awarded.

Budget

Are there budgetary implications for this revision? No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

Attach File(s)

Financial Resources

How does the unit intend to financially support this proposal?

Current academic and administrative staff in Gies College of Business Online Programs office have the capacity to serve as advisors, maintain records, and process student registration in the concentration and related coursework.

Current instructional staff in the Gies College of Business will offer and instruct the courses. Should demand for this concentration exceed expectations, new faculty may be recruited to teach some of the courses, and these faculty will have appointments in the Department of Business Administration. Funding for these additional faculty will come from Department and College resources currently available for existing faculty lines.

Will the unit need to seek campus or other external resources?

No

Attach letters of support

Is this program requesting self-supporting status?

No

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Current faculty will be adequate to provide instruction.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Library collections, resources and services are sufficient to support this program.

EP Documentation

EP Control Number EP.23.069

Attach
Rollback/Approval
Notices

This proposal No
requires HLC
inquiry

DMI Documentation

Attach Final
Approval Notices

Banner/Codebook Name Digital Marketing

Program Code: 5984

Minor Code	Conc Code	5984	Degree Code	Major Code
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Senate Approval
Date

Senate
Conference
Approval Date

BOT Approval
Date

IBHE Approval
Date

HLC Approval
Date

DOE Approval
Date

Effective Date:

Attached
Document

Justification for
this request

Program Reviewer **Brooke Newell (bsnewell) (03/22/23 1:16 pm)**: Rollback: Email sent to Lorena
Comments **Allison McKinney (agrindly) (03/31/23 8:49 am)**: Administratively approved.

Key: 971

Digital Marketing CERT/Concentration		
CURRENT		
Code	Title	Hours
MBA 541	Marketing in a Digital World	2
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 544	Marketing in an Analog Wor	2
Total Hours		12

Digital Marketing CERT/Concentration		
PROPOSED		
Code	Title	Hours
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 545	Marketing in Our New Digital World	4
Total Hours		12

 Course being removed
 Course being added