



# The University of Georgia

University Council  
Athens, Georgia 30602

October 2, 2013

## UNIVERSITY CURRICULUM COMMITTEE – 2013-2014

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Graduate School - Dr. Tracie E. Costantino

Ex-Officio - Interim Provost Libby Morris

Undergraduate Student Representative - Ms. Hadley Dreibelbis

Graduate Student Representative

Dear Colleagues:

The attached proposal for a new Area of Emphasis in Digital Marketing under the major in Marketing (B.B.A.) will be an agenda item for the October 9, 2013, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair  
University Curriculum Committee

cc: Interim Provost Libby V. Morris  
Dr. Laura D. Jolly



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Charles B. Knapp  
Interim Dean

Terry College of Business  
Office of the Dean

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## MEMORANDUM

**TO:** David E. Shipley, University Curriculum Committee Chair  
**FROM:** Charles B. Knapp, Terry College of Business Interim Dean  
**DATE:** September 24, 2013  
**RE:** Proposal for Digital Marketing Area of Emphasis

*CBK*

On behalf of the Terry College of Business, I request that the UCC approve the Marketing Department's proposal for a new area of emphasis in Digital Marketing, to be added as an option for Marketing majors. The full proposal, including a letter of support from Grady College's Department of Advertising and Public Relations, is attached.

Digital Marketing is a growing area within marketing, and businesses are increasingly seeking students with knowledge and experience in this field. The Marketing Executive Board recently recommended that the Department increase its focus and course offerings in this area. The same recommendation was included in the final report of University Program Review committee which reviewed the Marketing Department in 2012. We believe that a Digital Marketing area of emphasis will provide students with marketable skills that will enhance their Terry BBA degree.

Thank you for your consideration of the proposal. Please let me know if you have questions.

/abg

Attachment



# The University of Georgia

Terry College of Business  
*Department of Marketing*

## PROPOSAL FOR AREA OF EMPHASIS

School/College: Terry College of Business

Department/Division: Marketing Department

Major: Marketing B.B.A.

Major Requirements: **Marketing Major Required Courses (9 hours)**  
**Courses must be satisfied with a grade of "C" (2.0) or higher.**  
MARK 4000, Marketing Research for Business Decisions (3 hours)  
(Prerequisites: MARK 3000 and (MSIT 3000 or STAT 3000))  
MARK 4100, Consumer Buyer Behavior (3 hours)  
(Prerequisite: MARK 3000)  
MARK 4900, Marketing Strategies and Decision Making (3 hours)  
(Prerequisites: MARK 4000 and MARK 4100)

**Marketing Major Related Courses (12 hours)**  
**See UGA Bulletin for prerequisites**  
**Courses must be satisfied with a grade of "C" (2.0) or higher.**  
Choose three or four courses from the following:  
MARK 4210, Professional Selling and Customer Relationship Management (3 hours)  
MARK 4220, Sales Force Strategy and Management (3 hours)  
MARK 4350, Marketing Analytics (3 hours)  
MARK 4450, Social Media Marketing Strategy (3 hours)  
MARK 4500, Services Marketing (3 hours)  
MARK 4550, Multicultural Marketing (3 hours)  
MARK 4600, Integrated Marketing and Brand Communication (3 hours)  
MARK 4650\*, Digital Marketing Analytics (3 hours)  
MARK 4700, International Marketing (3 hours)  
MARK 4800, Marketing Internship Cooperative (3 hours)  
MARK 5000, Special Topics in Marketing (3 hours. Repeatable for maximum 6 hours credit.)  
If only 3 courses from above Major Related option were chosen, you may choose one 3-hour course from any 4000 or 5000-level course in ACCT, ECON, FINA, ILAD, INTB, LEGL, MBUS, MGMT, MIST, MSIT, REAL, or RMIN.

\* New course application awaiting approval in CAPA. Currently taught as MARK 5000, Special Topics in Marketing; Digital Marketing Analytics (3 hours), until the new course is approved in CAPA.

Area of Emphasis Title: Area of Emphasis in Digital Marketing

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Proposed Starting Date: Spring 2014

Area of Emphasis Description: Marketing Major with Area of Emphasis in Digital Marketing  
(12 hours)

**See UGA Bulletin for prerequisites**

**Courses must be satisfied with a grade of "C" (2.0) or higher**

MARK 4600, Integrated Marketing and Brand Communication (3 hours)

MARK 4450, Social Media Marketing Strategy (3 hours)

MARK 5000, Special Topics in Marketing: Digital Marketing Analytics (3 hours) OR  
MARK 4650\*, Digital Marketing Analytics (3 hours)

Choose one course from the following:

MARK 4800, Internship in Digital Marketing (3 hours) (an approved internship in Digital Marketing) OR Departmental approved and verified work experience and one additional 4000-5999 level MARK course not counted elsewhere for the Marketing major.

ADPR 5760, Digital and Social Communication Strategies (3 hours)

Completion of Undergraduate Digital Marketing Speaker Series offered in the fall: Documented attendance at four of six presentations. Tracking will be done by Area of Emphasis Faculty Coordinator.

Participation in digital marketing competition offered in the spring: Submission of written digital marketing strategy case proposal. Tracking will be done by Area of Emphasis Faculty Coordinator.

\*New course application awaiting approval in CAPA. Currently taught as MARK 5000, Special Topics in Marketing; Digital Marketing Analytics (3 hours), until the new course is approved in CAPA.

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Completion of these requirements will result in recognition on the student's official transcript of an Area of Emphasis in Digital Marketing.

Students may apply for this Area of Emphasis after the successful completion of MARK 4450. Applications are available from the marketing advisor.

Note: The Department of Marketing requires individual review of non-equivalent transfer courses before transfer credit can be used to satisfy Major Requirements.



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August 28, 2013

Charlotte Mason  
Professor and Head, Department of Marketing  
Terry College of Business  
CAMPUS

Dear Charlotte,

Our department recognizes the importance of your new areas of emphasis. We are happy to support your efforts by agreeing that ADPR 5760 is open to marketing students who choose the digital marketing emphasis. Please let me know if we can support you and your program in other ways.

Sincerely,

Tom Reichert  
Professor and Department Head  
Advertising & Public Relations