

: DIGITAL MARKETING - FLOATING (ONLINE)

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1230 Head (jloew@illinois.edu)
3. KM Grad Committee Chair (jloew@illinois.edu; wbe@illinois.edu)
4. KM Committee Chair (dyer1@illinois.edu)
5. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Grad_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
8. Provost (kmartens@illinois.edu)
9. Senate EPC (bjlehman@illinois.edu; kmartens@illinois.edu; moorhouz@illinois.edu)
10. Senate (jtempel@illinois.edu)
11. U Senate Conf (none)
12. Board of Trustees (none)
13. IBHE (none)
14. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path

1. Thu, 30 Jul 2020 21:24:38 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 30 Jul 2020 22:10:45 GMT
Jeffrey Loewenstein (jloew): Approved for 1230 Head
3. Thu, 30 Jul 2020 22:12:23 GMT
Brooke Elliott (wbe): Approved for KM Grad Committee Chair
4. Fri, 31 Jul 2020 00:17:03 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Fri, 31 Jul 2020 01:24:39 GMT
Mark Peecher (peecher): Approved for KM Dean
6. Fri, 31 Jul 2020 02:01:39 GMT
John Wilkin (jpwilkin): Approved for University Librarian
7. Thu, 10 Sep 2020 18:14:06 GMT
Allison McKinney (agrindly): Approved for Grad_College
8. Thu, 10 Sep 2020 19:46:41 GMT
Kathy Martensen (kmartens): Approved for Provost

New Proposal

Date Submitted: Thu, 30 Jul 2020 21:17:30 GMT

Viewing:: Digital Marketing - Floating (online)

Changes proposed by: Whitney Smith

Proposal Type

Proposal Type:

Concentration (ex. Dietetics)

Proposal Title:

If this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Establish a new graduate level concentration titled "Digital Marketing" for the online Master in Business Administration (iMBA), the online MS Management (iMSM), and the online Master of Science in Accountancy (iMSA) programs in the Gies College of Business.

EP Control Number

EP.20.014

Official Program Name

Digital Marketing - Floating (online)

Effective Catalog Term

Spring 2021

Sponsor College

Gies College of Business

Sponsor Department

MBA Administration

Sponsor Name

Brooke Elliott, Associate Dean, EY Distinguished Professor in Accounting

Sponsor Email

wbe@illinois.edu

College Contact

Mark Peecher

College Contact Email

peecher@illinois.edu

Program Description and Justification

Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

This proposal seeks the approval of a new Digital Marketing Concentration in the online Master of Business Administration (iMBA), the online MS Management (iMSM), and the online Master of Science in Accountancy (iMSA) graduate programs. The proposed concentration is designed to develop graduate students' understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help them digitally create, distribute, promote, and price products and services.

The courses in this concentration specifically cover the concepts, tools, and techniques needed to communicate with customers in a systematic and integrated way and to create effective, targeted promotional campaigns. Students who complete the Digital Marketing concentration will understand strategic marketing concepts and the tools required to make informed decisions and set the direction for a company, business unit, department, or product line in a digital ecosystem. Individuals with high demand for these skills include marketing professionals seeking professional development opportunities to upgrade their knowledge, skills, and abilities in the areas of digital marketing and marketing analytics; the general public who, by acquiring valuable marketing skills, will be empowered to improve their current employment prospects; and students in disciplines outside of business who seek to develop credentials in business.

This proposed concentration is reflective of an existing iMBA degree focus area and does not require the development of any new course content. Establishing this proposed concentration will allow students to gain a transcribed credential recognizing the focus of their degree in this specific subject area.

Is this program interdisciplinary?

No

Corresponding Program(s):

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

Academic Level

Graduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Enrollment

Number of Students in Program (estimate)

Year One Estimate

400

5th Year Estimate (or when fully implemented)

600

What is the typical time to completion of this program?

1-3 years

What are the minimum Total Credit Hours required for this program?

12

Delivery Method

This program is available:

Online Only

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.

Budget

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

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

The proposed courses in this concentration are already taught by current faculty. We therefore do not expect there to be any additional impact on faculty resources, class size, teaching loads, or ratios.

Should demand for this concentration exceed expectations, one or two additional faculty may be required to support larger online course sizes and to maintain existing teaching loads and student-faculty ratios. We will be using previously authorized faculty for this staffing.

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.

No increase in graduate student population is expected since those admitted to this concentration will be current Gies Business graduate students. Thus, there will be no additional impact beyond what is already accounted for in the typical graduate student population.

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 impacted by the creation/revision of this program?

No

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

Is this program requesting self-supporting status?

No

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

- (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.

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/PrivateAdminRules2017.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.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Catalog Page Text

Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages 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

Code	Title	Hours
MBA 541	Marketing in a Digital World	2
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4

EP Documentation

DMI Documentation

Program Reviewer Comments

Deb Forgacs (dforgacs) (Tue, 21 Jul 2020 16:29:12 GMT):Rollback: effective catalog term update required.

Deb Forgacs (dforgacs) (Wed, 22 Jul 2020 18:01:09 GMT):Rollback: requested

Deb Forgacs (dforgacs) (Thu, 30 Jul 2020 20:13:17 GMT):Rollback: .

Key: 971