

Utah Valley University  
 Bachelor of Science in Digital Marketing  
 08/25/2016  
 Cover/Signature Page – Full Template

Institution Submitting Request: Utah Valley University  
 Proposed Title: Bachelor of Science in Digital Marketing  
 School or Division or Location: Woodbury School of Business  
 Department(s) or Area(s) Location: Marketing Department  
 Recommended Classification of Instructional Programs (CIP) Code<sup>1</sup> : 52.1499  
 Proposed Beginning Date: Fall 2016  
 Institutional Board of Trustees' Approval Date: Pending

Proposal Type (check all that apply):

Regents' Agenda Items	
<i>R401-4 and R401-5 Approval by Committee of the Whole</i>	
SECTION NO.	ITEM
4.1.1	<input type="checkbox"/> (AAS) Associate of Applied Science Degree
4.1.2	<input type="checkbox"/> (AA) Associate of Arts Degree
	<input type="checkbox"/> (AS) Associate of Science Degree
4.1.3	<input type="checkbox"/> Specialized Associate Degree
4.1.4	<input checked="" type="checkbox"/> Baccalaureate Degree
4.1.5	<input type="checkbox"/> K-12 School Personnel Programs
4.1.6	<input type="checkbox"/> Master's Degree
4.1.7	<input type="checkbox"/> Doctoral Degree
5.2.2	<input type="checkbox"/> (CER C) Certificate of Completion
5.2.4	<input type="checkbox"/> Fast Tracked Certificate

**Chief Academic Officer (or Designee) Signature:**

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

\_\_\_\_\_  
 Signature

Date: 9/30/2015

Printed Name: Jeffery Olson, Senior VP—Academic Affairs

<sup>1</sup> CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

**Executive Summary – Full Template**  
**Utah Valley University**  
**Bachelor of Science in Digital Marketing**  
**08/25/2016**

### **Program Description**

The Woodbury School of Business proposes the creation of a Bachelor of Science in Digital Marketing at Utah Valley University (UVU). The current curriculum offering for students in the UVU Marketing Department is focused on traditional marketing which includes market research, advertising, pricing, promotions, and professional sales. Although the major has had an emphasis in digital marketing, the limited class offerings are inadequate to prepare students for careers in the technical, broad field of digital marketing.

### **Role and Mission Fit**

UVU's four key themes include the following: student success, inclusion, engaged learning, and serious rigor. Student success is defined as supporting students in achieving educational, professional, and personal goals. A new major in digital marketing will provide UVU students cutting-edge digital marketing knowledge and skills that will be acquired through engaged learning projects which require specialization and rigor. Students will find successful careers in high paying jobs in Utah's tech industries. The new digital marketing major appeals to a wider audience because the degree requires marketing skills, creativity, artistic ability, and technology savvy. Because the principles of digital marketing can only be taught through engaged projects, the major will foster unique engaged learning opportunities for the UVU community.

### **Faculty**

Currently, two marketing faculty teach digital marketing curriculum. The BS in Digital Marketing will use select classes from the Digital Media Department to supplement the curriculum, requiring no additional faculty. The Marketing Department currently has one open faculty position which will be filled by a new digital marketing faculty in Fall 2015. Faculty who teach digital marketing will require continuous professional training from conferences to ensure the digital marketing curriculum meets the demands of the marketplace. A board of advisors to consult on changing curriculum needs will also be created.

### **Market Demand**

The Utah Department of Workforce Services forecasted in 2020 that the marketing occupation titles, which include advertising, marketing, promotions, public relations, and sales managers, will see an annual growth rate of 2.5%. This percentage rate translates to 6,120 jobs for Utahans in the digital marketing field. The study also reported that digital marketing jobs require a bachelor's degree at a minimum.<sup>2</sup> A job search on Indeed.com performed on April 22, 2015 for digital marketing jobs within 100 miles of UVU produced 342 digital marketing jobs. In contrast to digital marketing, another job search was conducted for accounting and the search returned 293 jobs. In terms of salary, the digital marketing job titles of SEO Manager, PPC manager, Social Media Marketer, and Web Analyst paid better than the entry level accounting job. The beginning range of job postings was in the \$50 + range.<sup>3</sup> EMarketer, the leader in market research in the digital space reported digital ad spending is estimated to be \$137.5 billion, which accounted for 25% of total ad spending for 2014. Ecommerce estimated spending is at \$1.3 trillion or 5.9% of the \$22.5 trillion dollars

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<sup>2</sup> <https://jobs.utah.gov/jsp/wi/utalmis/oidreport.do>

<sup>3</sup> <http://indeed.com>

in retail sales.<sup>4</sup> *U.S. News and World Report* projects careers in advertising, marketing, promotions, and public relations will be the ninth most sought after jobs in 2020 with 168,646 national wide.<sup>5</sup> *Forbes* quotes a CareerCast.com report that stated the best jobs for marketing in the future include advertising, promotions, and marketing manager with an average salary of \$108,260 and a 14% job outlook for demand.<sup>6</sup> The Bureau of Labor and Statistics projected the 30 fastest-growing careers by 2020. Market research analyst and marketing specialists ranked 17<sup>th</sup> on the list.<sup>7</sup> Gartner reported in 2015 that 68% of organizations have a separate digital marketing budget, which averages a quarter of the total marketing budgets. This same report said digital advertising leads the category of digital marketing spending in 2014.<sup>8</sup> Creating a degree at UVU in digital marketing, would provide a strategic advantage that meets the needs of the business community and provides high paying jobs for students.

**Student Demand**

The American Marketing Association Student Chapter has created a digital marketing portal to train collegiate student members through online training, articles, podcasts, and certifications.<sup>9</sup> This national organization created the digital training portal as a response to their student members’ demands for more digital marketing training. The Marketing Department offers two sections of MKTG 3660: Digital Marketing per semester, which is full with 40 plus students. The class has a waitlist. To test demand, the department also created one section of Marketing with Social Media which has been offered for the past two years and has met student capacity. Advanced Digital Marketing and Analytics has also been offered under the 459R status for the past three semesters. Both courses have met student capacity requirements and will receive a course numbers this fall.

**Statement of Financial Support**

Funding for the new major will be provided from the appropriated fund.

Appropriated Fund.....	<input checked="" type="checkbox"/>
Special Legislative Appropriation.....	<input type="checkbox"/>
Grants and Contracts.....	<input type="checkbox"/>
Special Fees .....	<input type="checkbox"/>
Differential Tuition (must be approved by the Regents).....	<input type="checkbox"/>
Other (please describe).....	<input type="checkbox"/>

**Similar Programs Already Offered in the USHE**

No other institution in USHE offers a BS in Digital Marketing. Other institutions in USHE provide marketing degrees and certificates with limited class offerings. In the United States, only one other public institution offers a degree in digital marketing. UVU will be on the forefront to attract students and companies with the creation of a digital marketing degree.

<sup>4</sup> <http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/1010736>

<sup>5</sup> <http://money.usnews.com/money/careers/articles/2012/09/10/where-the-jobs-will-be-in-2020?int=986a08>

<sup>6</sup> <http://www.forbes.com/sites/jacquelynsmith/2013/03/13/the-marketing-and-advertising-jobs-with-the-best-future/>

<sup>7</sup> <http://www.bumc.bu.edu/gms/files/2012/02/Top-30-fastest.pdf>

<sup>8</sup> <https://www.gartner.com/doc/2886417?srclid=1-4362863751>

<sup>9</sup> [https://www.ama.org/topics/digital/Pages/default.aspx?k=contentsource:%22Main%22%20AND%20\(AMATopicTags:%22Digital%22%20AND%20\(ContentType:%22AMAVirtualEventPage%22%20OR%20ContentType:%22AMAOnlineTrainingPage%22%20OR%20ContentType:%22AMATrainingPage%22%20OR%20ContentType:%22AMAPodcastPage%22%20OR%20ContentType:%22AMAWebcastPage%22%20OR%20ContentontentType:%22AMAConferencePage%22%20OR%20ContentType:%22AMAPodcastPage%22%20OR%20ContentType:%22AMATextPage%22%20OR%20ContentType:%22AMAToolPage%22\)\)](https://www.ama.org/topics/digital/Pages/default.aspx?k=contentsource:%22Main%22%20AND%20(AMATopicTags:%22Digital%22%20AND%20(ContentType:%22AMAVirtualEventPage%22%20OR%20ContentType:%22AMAOnlineTrainingPage%22%20OR%20ContentType:%22AMATrainingPage%22%20OR%20ContentType:%22AMAPodcastPage%22%20OR%20ContentType:%22AMAWebcastPage%22%20OR%20ContentontentType:%22AMAConferencePage%22%20OR%20ContentType:%22AMAPodcastPage%22%20OR%20ContentType:%22AMATextPage%22%20OR%20ContentType:%22AMAToolPage%22)))

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**Section I: The Request**

The Marketing Department in the Woodbury School of Business at Utah Valley University requests approval to offer a Bachelor of Science in Digital Marketing effective Fall 2016.

**Section II: Program Description**

**Complete Program Description**

The BS in Digital Marketing provides students with an in-depth study into all facets of digital marketing. Students will be taught website marketing and design, organic and paid search marketing, social media marketing, content marketing, and marketing analytics. Students will take classes in marketing content strategy, creative marketing strategy, computer programming, and data analytics. The digital marketing major is targeted at students who want to use creativity, quantitative skills, and business skills in their future careers.

**Purpose of Degree**

The BS in Digital Marketing will train students in the fundamental skill areas of digital marketing which include website design, digital advertising, social media, video marketing, e-tailing, blogging, and analytics. The program will build a partnership with technology companies in the region to provide well-trained future employees who can earn higher salaries in the technology sector.

**Institutional Readiness**

Currently, UVU has two faculty devoted to teaching digital marketing curriculum. The newly created digital marketing major will use select classes from the digital media department major to supplement the curriculum, requiring no new additional faculty. The Marketing Department currently has one open faculty position which will be filled by a new digital marketing faculty in Fall 2015. Faculty who teach digital marketing will require continuous professional training from conferences to ensure the digital marketing curriculum meets the demands of the marketplace. A board of advisors to consult on changing curriculum needs will also be created.

**Departmental Faculty**

Department Faculty Category	Dpt Faculty Headcount – Prior to Program Implementation	Faculty Additions to Support Program	Dpt Faculty Headcount at Full Program Implementation
<b>With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)</b>			
Full-time Tenured	3		3
Full-time Non-Tenured	4		4
Part-time Tenured			

Part-time Non-Tenured	1		
<b>With Master's Degrees</b>			
Full-time Tenured	2		
Full-time Non-Tenured	5		5
Part-time Tenured			
Part-time Non-Tenured	7	1	8
<b>With Bachelor's Degrees</b>			
Full-time Tenured			
Full-time Non-Tenured	1		
Part-time Tenured			
Part-time Non-Tenured	2		2
<b>Other</b>			
Full-time Tenured			
Full-time Non-Tenured			
Part-time Tenured			
Part-time Non-Tenured	1		1
<b>Total Headcount Faculty in the Department</b>			
Full-time Tenured	5	0	5
Full-time Non-Tenured	10	0	10
Part-time Tenured	0		0
Part-time Non-Tenured	11	1	12
<b>Total Department Faculty FTE</b> <i>(As reported in the most recent A-1/S-11 Institutional Cost Study for "prior to program implementation" and using the A-1/S-11 Cost Study Definition for the projected "at full program implementation.")</i>	26	0.38	26.38

### Staff

No new staff will be needed to implement the program.

### Library and Information Resources

Lesli Baker, Director of the Library, states the library needs of this program are currently being met.

### Admission Requirements

Students will apply to the business school and be required to take the core business classes like other business majors. No additional requirements exist for admission into the program.

### Student Advisement

Students will be advised using the current Woodbury School of Business advisors. No new advisors will be required.

### Justification for Graduation Standards and Number of Credits

1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.

3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
  4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
  5. Successful completion of at least one Global/Intercultural course.
- NOTE: Students will be limited to nine hours of upper-division credit until matriculation is completed.

**External Review and Accreditation**

No special accreditation is required for the program above and beyond what currently exists with AACSB at the Woodbury School of Business.

**Projected Program Enrollment and Graduates; Projected Departmental Faculty/Students**

Data Category	Current – Prior to New Program Implementation	PROJ YR 1	PROJ YR 2	PROJ YR 3	PROJ YR 4	PROJ YR 5
<b>Data for Proposed Program</b>						
Number of Graduates in Proposed Program	0	0	15	25	45	45
Total # of Declared Majors in Proposed Program	0	15	40	70	90	90
<b>Departmental Data – For All Programs Within the Department</b>						
Total Department Faculty FTE <i>(as reported in Faculty table above)</i>	18.90	18.90	19.15	19.15	19.28	19.28
Total Department Student FTE <i>(Based on Fall Third Week)</i>	394	394	398	401	403	403
Student FTE per Faculty FTE <i>(ratio of Total Department Faculty FTE and Total Department Student FTE above)</i>	20.85	20.85	20.78	20.94	20.90	20.90
<b>Program accreditation-required ratio of Student FTE/Faculty FTE, if applicable: (Provide ratio here: _____)</b>						

**Expansion of Existing Program**

The new program is an expansion of the current digital marketing emphasis in the Marketing Department at UVU.

**Section III: Need**

**Program Need**

The need for a digital marketing major exists because of increased demand from technology companies in the region and the overall change in the marketing industry to digital. Currently, no other USHE institution provides this degree to students or future employers. It is proposed that creating a new major will give UVU the leading position in the marketplace offering well-trained, digital marketing students to companies in the

region using existing resources available at UVU. The newly created major will require increased academic rigor as students push themselves to learn marketing, technology, creativity, and analytics.

### **Labor Market Demand**

The Utah Department of Workforce Services forecasted in 2020 that the marketing occupation titles, which include advertising, marketing, promotions, public relations, and sales managers, will see an annual growth rate of 2.5%. This percentage rate translates to 6,120 jobs for Utahans in the digital marketing field. The study also reported that digital marketing jobs require a bachelor's degree at a minimum.<sup>10</sup> A job search on Indeed.com performed on April 22, 2015 for digital marketing jobs within 100 miles of UVU produced 342 digital marketing jobs. In contrast to digital marketing, another job search was conducted for accounting and the search returned 293 jobs. In terms of salary, the digital marketing job titles of SEO Manager, PPC manager, Social Media Marketer, and Web Analyst paid better than the entry level accounting job. The beginning range of job postings was in the \$50 + range.<sup>11</sup> EMarketer, the leader in Market Research in the Digital Space reported digital ad spending is estimated to be \$137.5 billion, which accounted for 25% of total ad spending for 2014. Ecommerce estimated spending is at \$1.3 trillion or 5.9% of the \$22.5 trillion dollars in retail sales.<sup>12</sup> *U.S. News and World Report* projects careers in advertising, marketing, promotions, and public relations will be the ninth most sought after jobs in 2020 with 168,646 national wide.<sup>13</sup> *Forbes* quotes a CareerCast.com report that states the best jobs for marketing in the future include advertising, promotions, and marketing manager with an average salary of \$108,260 and a 14% job outlook for demand.<sup>14</sup> The Bureau of Labor and Statistics projected the 30 fastest-growing careers by 2020. Market research analyst and marketing specialists ranked 17<sup>th</sup> on the list.<sup>15</sup> Gartner reported in 2015 that 68% of organizations have a separate digital marketing budget, which averages a quarter of the total marketing budgets. This same report said digital advertising leads the category of digital marketing spending in 2014.<sup>16</sup> While every organization within the USHE provides an accounting degree, no program for digital marketing exists. Creating a degree at UVU in digital marketing, would provide a strategic advantage that meets the needs of the business community and provides high paying jobs for students.

### **Student Demand**

The current student demand for digital marketing classes at UVU is strong. The Marketing Department currently offers two sections of MKTG 3660: Digital Marketing per semester, which is always full with 40 plus students, and the class has a waitlist. To test demand, the department also created two additional classes using the 459R status. One section of Marketing with Social Media has been offered for the past two years and has met student capacity enrollment requirements despite being difficult for students to find in the course catalogue. Advanced Digital Marketing and Analytics has also been offered under the 459R status for the past three semesters. This course has also met student capacity requirements and will receive a course number this fall.

### **Similar Programs**

No other digital marketing program exists in the USHE. Other higher education organizations offer a degree in marketing, but no specific emphasis is placed on digital marketing. In the United States, only one other

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<sup>10</sup> <https://jobs.utah.gov/jsp/wi/utalmis/oidoreport.do>

<sup>11</sup> <http://indeed.com>

<sup>12</sup> <http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/1010736>

<sup>13</sup> <http://money.usnews.com/money/careers/articles/2012/09/10/where-the-jobs-will-be-in-2020?int=986a08>

<sup>14</sup> <http://www.forbes.com/sites/jacquelynsmith/2013/03/13/the-marketing-and-advertising-jobs-with-the-best-future/>

<sup>15</sup> <http://www.bumc.bu.edu/gms/files/2012/02/Top-30-fastest.pdf>

<sup>16</sup> <https://www.gartner.com/doc/2886417?srclid=1-4362863751>

public institution offers a degree in digital marketing. UVU will be on the forefront to attract students and companies with the creation of a digital marketing degree, and UVU will fill the demand from companies in the region for well-trained digital marketers.

### **Collaboration with and Impact on Other USHE Institutions**

This will not impact other USHE Institutions since digital marketing degrees do not exist at these institutions.

### **Benefits**

Utah Valley University will be the second public higher education organization in the nation offering a digital marketing degree. With growing demand in the marketing place, UVU will become the premier provider of well-trained digital marketers in the region and the state. UVU students will be trained for high-paying technical jobs.

### **Consistency with Institutional Mission**

Utah Valley University's four key themes include the following: student success, inclusion, engaged learning, and serious rigor. Student success is defined as supporting students in achieving educational, professional, and personal goals. A new major in digital marketing will give UVU students cutting-edge digital marketing knowledge and skills that will be acquired through engaged learning projects and that require in-depth specialization and rigor. With this major, students will find high paying jobs in Utah's tech industries, which will enable students to find career success. The new digital marketing major will appeal to a wider audience because the degree requires marketing skills, creativity, artistic ability, and technology savvy. It is aimed to attract diverse students. Because the principles of digital marketing can only be taught through engaged projects, the major will foster unique engaged learning opportunities for the UVU community. Lastly, the new major requires a wider breadth and depth of knowledge because students will need to understand marketing, advertising, analytics, social media, and automation.

## **Section IV: Program and Student Assessment**

### **Program Assessment**

In addition to building on basic marketing strategies obtained in the prerequisites, digital marketing students will learn the following key skills: e-commerce; website design and development; paid and organic search including Google AdWords; email marketing; blogging; the main five (Facebook, Twitter, Pinterest, LinkedIn and Google +) social media platforms; basic graphic design; copy writing skills; and Google Analytics.

Because of the rate of change in the digital marketing industry and the dominant players and technology platforms, the resources for the digital marketing degree will be online resources. In MKTG 3360: Digital Marketing, students will use Google AdWords, the industry standard platform for paid search and advertising for the Internet. In MKTG 3680: Marketing with Social Media, students will be taught the dominating blogging platform called WordPress and the big five social platforms. MKTG 3695: Digital Marketing Capstone will use Google Analytics. In addition to teaching the platforms, students will be given links to real-time digital marketing content articles and case studies.

The main idea driving the curriculum design for this program is that students will learn the key concepts and achieve the most proficiency in the appropriate skills through engaged learning opportunities.

Consequently, each course has been designed to include hands-on training with the important skills of digital marketing. Students will be evaluated by critical thinking assessment through class papers, projects,

and presentations. Students will also be evaluated by the analytics of digital marketing. Students will be evaluated for how high their AdWords campaign ranks in Google, or the number of comments on their blog post. Students will also have traditional quizzes and exams to evaluate the ideas and concepts learned from the readings. Lastly, students will be evaluated based on the results they provide for their engaged, consulting companies.

The learning outcomes for the degree will focus on developing critical thinking, marketing strategy, digital marketing, and professional skills. The assessment plan was approved by Quinn Koller, Director Academic Assessment/Program Review.

## **Expected Standards of Performance**

### **Standard 1: Critical Thinking**

Students will exhibit an understanding of six categories of critical thinking that can be used in their business careers and throughout their lives.

*1.1 Cognitive skills.* Students will use critical thinking, reflective thoughts, quantitative reasoning, and logic to evaluate information. Students will use these skills to formulate ideas and strategies for personal and marketing situations.

*1.2 Knowledge acquisition.* Students will be able to master key concepts and ideas in digital marketing. Digital Marketing is a self-taught field with trial and error. Students need to understand that they cannot know everything, but they must learn the process of teaching themselves new concepts through curiosity and hard work.

*1.3 Interpersonal Development.* Students will develop an ability to work with other people appreciating their teams' human weaknesses and strengths, and students must learn to motivate others to pursue a group goal.

*1.4 Practical Competency.* Students will learn to manage their own business projects, careers, and personal affairs to become self-sufficient.

*1.5 Communication.* Students will exhibit professional, clear, concise business communication in their verbal and written business communications. Students will also exhibit a high-level ability to communicate via public speaking and business presentations.

*1.6 Ethics.* Students will understand their responsibilities as a member of the business community to exhibit ethical standards and a commitment to business integrity.

### **Goal 2: Marketing Strategy**

Students will exhibit an understanding of the marketing process using traditional marketing theory that includes:

*2.1 Market Research.* Students will critically analyze the marketing opportunity by researching the market and target market competition using primary and secondary data.

*2.2 Marketing STP.* Students will exhibit an awareness of the segmentation, targeting, and positioning (STP). Students will show a cohesive understanding of how these factors create a brand.

*2.3 4Ps of Marketing.* Students integrate the STP into the tactical marketing strategy and the Marketing 4Ps—Product, Price, Place, and Promotion.

### **Goal 3: Digital Marketing**

Students will show an understanding of digital marketing practices and process for creating customer engagement and consumer purchase using the current digital marketing practices.

3.1 *Website and Content.* Students will understand the basic marketing concepts behind a website including design, communication, promotion, e-tailing, email marketing campaigns, Search Engine Optimization (SEO), and Google AdWords.

3.2 *Social Media.* Students will understand the basic social media platforms and how to use these platforms to engage consumers and build a brand. Students will understand the strategy behind blogging, content creation, design, advertising, affiliate marketing, analytics, and social media marketing.

3.3 *Analytics.* Students will understand and develop an analytical approach to understand consumers' purchase behavior on the Internet using Google Analytics. Students will use the information from Google Analytics to market products and services to consumers.

#### Goal 4: Engaged Learning with Client Consulting

Students will demonstrate behaviors and processes for managing small consulting projects including establishing goals and managing client expectations, communicating with clients, and producing an end-result project for engaged partners at UVU.

4.1 *Business Development.* Students will be able to find engaged clients and secure relationships for the engaged consulting processes. Students will define client-consultant relationships and manage those relationships through the consulting project.

4.2 *Assessment and Planning.* Students will be able to evaluate the engaged project and assess opportunities for business development. Students will write a marketing plan and proceed with the tactical marketing plan execution.

4.3 *Deliverables.* Students will deliver high-quality, professional digital marketing results for their clients in both live Internet projects and written reports at the end of engaged projects.

Based on the learning outcomes developed by the BS in Digital Marketing at UVU, students will be well prepared to enter the marketplace, to fulfill a myriad of jobs in the digital marketing field, and to become life-long learners.

## Section V: Finance

### Department Budget

*\* Projected Instructional Cost/Student Credit Hour data contained in this chart are to be used in the Third-Year Follow-Up*

Three-Year Budget Projection							
Departmental Data	Current Departmental Budget - Prior to New Program Implementation	Departmental Budget					
		Year 1 (2016-17)		Year 2 (2017-18)		Year 3 (2018-19)	
		Addition to Budget	Total Budget	Addition to Budget	Total Budget	Addition to Budget	Total Budget
<b>Personnel Expense</b>							
Salaries & Wages	\$1,043,336	\$0	\$1,043,336	\$5,450	\$1,048,786	\$2,834	\$1,051,620
Benefits	\$376,579	\$0	\$376,579	\$578	\$377,157	\$300	\$377,457
Total Personnel Expense	\$1,419,915	\$0	\$1,419,915	\$6,028	\$1,425,943	\$3,134	\$1,429,077
<b>Non-personnel Expense</b>							

Travel	\$2,000	\$0	\$2,000	\$0	\$2,000	\$0	\$2,000
Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Library	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Current Expense	\$15,692	\$0	\$15,692	\$1,000	\$16,692	\$0	\$16,692
Total Non-personnel Expense	\$17,692	\$0	\$17,692	\$1,000	\$18,692	\$0	\$18,692
<b>Total Expense (Personnel + Current)</b>	\$1,437,607	\$0	\$1,437,607	\$7,028	\$1,444,635	\$3,134	\$1,447,769
<b>Departmental Funding</b>		<b>Year 1 (2016-17)</b>		<b>Year 2 (2017-18)</b>		<b>Year 3 (2018-19)</b>	
Appropriated Fund	\$1,437,607	\$0	\$1,437,607	\$7,028	\$1,444,635	\$3,134	\$1,447,769
Other:							
Special Legislative Appropriation							
Grants and Contracts							
Special Fees/Differential Tuition							
<b>Total Revenue</b>	\$1,437,607	\$0	\$1,437,607	\$7,028	\$1,444,635	\$3,134	\$1,447,769
<b>Difference</b>							
Revenue - Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Departmental Instructional Cost/Student Credit Hour* (as reported in institutional Cost Study for "current" and using the same Cost Study Definition for "projected")	\$122		\$122		\$121		\$120

*Report and Cyclical Reviews required by R411.*

\* Projected Instructional Cost/Student Credit Hour data contained in this chart are to be used in the Third-Year Follow-Up Cyclical Reviews required by R411.

### Funding Sources

The funding for the proposed degrees will come from institutional funds from state allocations and new tuition revenue.

### Reallocation

The approval of this program will require no internal reallocation of resources.

### Impact on Existing Budget

No existing budgets will be impacted by this program.

## Program Curriculum Digital Marketing Bachelor of Science Degree

All Program Courses (with New Courses in Bold)

Program Credits: 120

All Program Courses (with New Courses in Bold)

Course Prefix and Number	Title	Credit Hours
General Education Requirements		36
ENGL 1010	Introduction to Writing	3
ENGL 2010	Intermediate Writing	3
or ENGL 2020		
MATH 1050	College Algebra	4
Complete one of the following:		3
HIST 2700	US History to 1877 (3.0)	
And HIST 2710	US HIST US History since 1877 (3.0)	
HIST 1700	American Civilization (3.0)	
HIST 1740	US Economic History (3.0)	
POLS 1000	American Heritage (3.0)	
POLS 1100	American National Government (3.0)	
Complete the following:		
PHIL 2050	Ethics and Values	3
HLTH 1100	Personal Health and Wellness (2.0)	2
or PES 1097	Fitness for Life (2.0)	
Distribution Courses:		
ECON 2020	Macroeconomics (fulfills Social/Behavioral Science credit) *	3
Biology	Biology	3
Physical Science	Physical Science	3
Additional Biology or Physical Science	Additional Biology or Physical Science	3
Humanities Distribution	Humanities Distribution	3
Fine Arts	Fine Arts	3
<b>Discipline Core Requirements:</b>		<b>78</b>
Business Foundation Courses:		
ACC 2010	Financial Accounting	3
ACC 2020	Managerial Accounting	3
ECON 2010	Microeconomics	3
MATH 1100	Introduction to Calculus	4
or MGMT 2240	Business Quantitative Analysis (3.0)***	
MKTG 2200	Written Business Communication (Complete with B- Grade or higher)*	3
MGMT 2340	Business Statics I	3
MKGT 2390	Professional Business Presentations	3
Business Core Courses:		
FIN 3100	Principles of Finance*	3
INFO 3120	Managerial Information Systems	3
LEGL 3000	Business Law	3

Course Prefix and Number	Title	Credit Hours
MKGT 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior	3
MGMT 3450	Operations Management*	3
MKGT 3890	Career Preparation	3
MGMT 4860	Business Strategy Formulation and Implementation*	4
MGMT 493R	Entrepreneurship Lecture Series	1
or MGMT 495R	Executive Lecture Series	
Digital Marketing Core:		
MKGT 3660	Digital Marketing	3
MKGT 3680	Marketing with Social Media	3
MKGT 483R	Digital Marketing Internship (1.0)	2
MKGT 3690	Advanced Digital Marketing and Analytics	3
<b>MKGT 3685</b>	<b>Content Marketing</b>	<b>3</b>
<b>MKGT 3695</b>	<b>Digital Marketing Capstone</b>	<b>3</b>
DGM 1110	Digital Media Essentials I	4
DGM 2320	Digital Photography and Compositing I	3
DGM 2120	Web Essentials	3
DGM 2341	Digital Output for Mobile Media	3
Elective Courses:		
Complete 6 credits of the following:		6
MKGT 3220	Retail Management (3.0)	
MKGT 3620	Consumer Behavior (3.0)	
MKGT 3650	Professional Selling (3.0)	
MKGT 3670	Advertising and Promotion (3.0)	
DGM 2250	Principles of Digital Design (3.0)	
DGM 2271	Digital Media Design I (3.0)	
DGM 2280	Digital Effects I (3.0)	
DGM 3750	Media Traffic and Analytics (3.0)	
DGM 4000	Writing for Digital Media (3.0)*	
ART 1050	Photography I (3.0)	
ART 1420	Introduction to Graphic Design (3.0)	
ART 1400	Graphic Computer Applications (3.0)	
Total Number of Credits		120

\*Courses with an asterisk (\*) cannot be taken until the student has completed matriculation.

\*\*\*If MGMT 2240 is taken, an additional 1 credit of elective may be required. See Advisor.

## Program Schedule

Fall of First Year (Course Prefix and Number)	Course Title	Credit Hours
ENGL 1010	Introduction to Writing	3
MATH 1050	College Algebra	4
Physical Science		3
Fine Art		3
HLTH 1100 or PES 1097		2
	<b>Semester total:</b>	<b>15</b>
Spring of First Year (Course Prefix and Number)	Course Title	Credit Hours
English 2010/2020	Intermediate Writing	3
MGMT 2240	Business Quantitative Analysis (3.0)	
or MATH 1100	Introduction to Calculus	4
Biology		3
American Institution		3
MKTG 2390	Professional Business Presentations	3
	<b>Semester total:</b>	<b>16</b>
Fall of Second Year (Course Prefix and Number)	Course Title	Credit Hours
PHIL 2050	Ethics and Values	3
MGMT 2340	Business Statistics I	3
ACC 2010	Financial Accounting	3
ECON 2010	Microeconomics	3
MKTG 2200	Written Business Communication	3
	<b>Semester total:</b>	<b>15</b>
Spring of Second Year (Course Prefix and Number)	Course Title	Credit Hours
ACC 2020	Managerial Accounting	3
ECON 2020	Macroeconomics	3
MGMT 3000	Organizational Behavior	3
Additional Biology or Physical Science		3
Humanities		3
	<b>Semester total:</b>	<b>15</b>

<b>Fall of Third Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
FIN 3100	Principles of Finance	3
LEGL 3000	Business Law	3
MKTG 3600	Principles of Marketing	3
DGM 1110	Digital Media Essentials I	4
DGM 2320	Digital Photography and Compositing I	3
	<b>Semester total:</b>	<b>16</b>
<b>Spring of Third Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
MGMT 3450	Operations Management	3
MKTG 3660	Digital Marketing	3
MKTG 3680	Marketing with Social Media	3
DGM 2120	Web Essentials	3
DGM 2341	Digital Output for Mobile Media	3
	<b>Semester total:</b>	<b>15</b>
<b>Fall of Fourth Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
MGMT 4860	Business Strategy Formulation and Implementation	4
MGMT 493R/495R	Entrepreneurship/Executive Lecture Series	1
MKTG 3890	Career Preparation	3
MKTG 3690	Advanced Digital Marketing and Analytics	3
MKTG 3220, 3620, 3650,3670) or DMG (2250,2271,2280,3750,4000) or ART (1050,1420,1400)	Digital Marketing or DGM Electives	3
	<b>Semester total:</b>	<b>14</b>
<b>Spring of Fourth Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
MKTG 483R	Digital Marketing Internship	2
MKTG 3685	Content Marketing	3
MKTG 3695	Digital Marketing Capstone	3
MKTG 3220, 3620, 3650,3670) or DMG (2250,2271,2280,,3750,4000) or ART (1050,1420,1400)	Digital Marketing or DGM Electives	3
INFO 3120	Management Information Systems	3

	<b>Semester total:</b>	<b>14</b>
	<b>Total Number of Credits</b>	<b>120</b>

## Section VII: Faculty

### **S Paige Gardiner, MBA**

#### Current Positions

Professional in Residence

Director of Digital Marketing, UVU

Lead Instructor MKTG 3600, UVU

#### Education

EdD, University of Wyoming, expected graduation May 2017

MBA, Brigham Young University

BA, Brigham Young University

#### Awards

Faculty of the Year, Wolverine Achievement Awards 2015

Educator of the Year, Wolverine Athletics Department 2015

Advisor of the Year, UVU Clubs 2014

Nominated top 3 Advisor of the Year, Wolverine Achievement Awards 2014

### **Steven C Huff, PhD**

#### Current Positions

Associate Professor of Marketing, UVU

Visiting Assistant Professor of Marketing, UC Berkeley

Lead Instructor for:

Marketing Management (MKTG 6810 and MKTG 6600)

Creativity and Problem Solving (MKTG 6920)

Internet Marketing and Analytics (MKTG 3690)

Digital Marketing (MKTG 3660)

UVU MBA Program Committee Member

UVU Woodbury School of Business Futures Committee Member, Delta Committee

#### Education

Ph.D. in Marketing, Haas School of Business, UC Berkeley

MBA, Marriott School of Management, Brigham Young University

BS, Computer Engineering, Utah State University

#### Awards

Faculty of the Year, Wolverine Achievement Awards, 2014

Outstanding Educator of the Year, UVU Alumni Association, 2013

#### Certifications

Google's Google Analytics Certification 2014

