



**Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: LAW MSB CAS CPA

CONTACT NAME: PHONE:

DEPARTMENT/DIVISION: DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR:

TYPE OF ACTION: add (new) deactivate modify other

LEVEL OF ACTION: noncredit undergraduate graduate other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

COURSE ACTIONS

PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Program Title:

Original Course Title:

Select one or multiple actions from one of the lists below (review the [list of necessary documents and signatures](#)):

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input checked="" type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input checked="" type="checkbox"/>	7. Course Description
<input type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

PROGRAM ACTIONS	
<input type="checkbox"/>	10. Program Requirements
<input type="checkbox"/>	11a. Undergraduate Specialization (24 credits or fewer)
<input type="checkbox"/>	11b. Master's Specialization (12 credits or fewer)
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or fewer)
<input type="checkbox"/>	12. Minor (add or delete)
<input type="checkbox"/>	13. Closed Site Program
<input type="checkbox"/>	14. Program Suspension
<input type="checkbox"/>	15. Program Reactivation
<input type="checkbox"/>	16a. Certificate Program (UG/G) exclusively within existing degree program
<input type="checkbox"/>	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
<input type="checkbox"/>	17. Off-Campus Delivery of Existing Programs
<input type="checkbox"/>	18a. Undergraduate Concentration (exceeds 24 credits)
<input type="checkbox"/>	18b. Master's Concentration (exceeds 12 credits)
<input type="checkbox"/>	18c. Doctoral Concentration (exceeds 18 credits)
<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

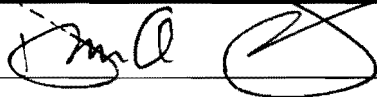
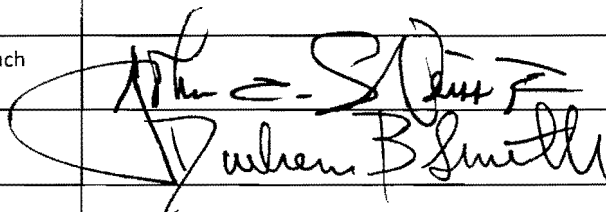
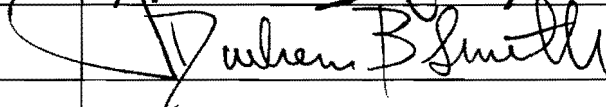
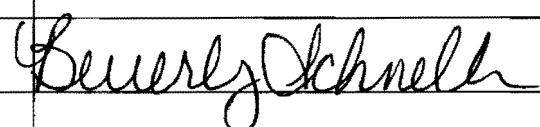
ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the [list of necessary documents](#)):

- summary proposal (O) course definition document (P) full five-page MHEC proposal (Q)
 financial tables (MHEC) (R) other documents as may be required by MHEC/USM (S) other (T)

IMPACT REVIEW (review the list of necessary signatures):

Impacted Entity	Signature	Date
a. Library <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
b. OTS <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
c. University Relations <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
d. Admissions <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
e. Records <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		

APPROVAL SEQUENCE (review the list of necessary signatures):

Approval Level	Signature	Date
A. Department/Division (Chair)		4/7/11
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		4/7/11
D. Dean		4/8/11
E. University Faculty Senate (Chair)		
F. University Council (Chair) ¹		
G. Provost and Senior Vice President for Academic Affairs		3/19/2012
H. President		
I. Board of Regents (notification only)		
J. Board of Regents (approval)		
K. MHEC (notification only)		
L. MHEC (approval)		
M. Middle States Association notification	Required only if the University's mission is changed by the action	

¹ University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.



Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: LAW MSB CAS CPA

CONTACT NAME: PHONE:

DEPARTMENT/DIVISION: DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR:

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PROGRAM ACTIONS

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<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

For changes to existing courses:

OLD TITLE

SUBJECT CODE/COURSE NO. CREDITS

NEW TITLE

SUBJECT CODE/COURSE NO. CREDITS

DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

The requested action changes the name of the existing Advertising and Promotion course to Marketing and Digital Media and refreshes the content to include social media and user generated communication content.

The current Advertising and Promotion course description is:

Communication theories are investigated to provide the tools to effectively plan, implement and evaluate integrated marketing communication programs. Students advance their professional competencies in written and oral communication, teamwork and critical thinking. prerequisite: MKTG 301: *MARKETING MANAGEMENT*

The renamed course, Marketing Communications and Digital Media's course description is:

Marketing Communication and Digital Media (3). The course examines integrated marketing communications in the context of changes in media that have occurred since 2000. Communication theory will be the foundation of planning, implementing, evaluating and coordinating an integrated marketing communication program. There will be special emphasis on social media. Students will advance their professional competencies in written and oral communication, teamwork and critical thinking. prerequisite: MKTG 301: *MARKETING MANAGEMENT*

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The current course and its content follow the traditional marketing communications treatment used for a decade.

Changes in social media have changed the nature and scope of marketing communications with platforms like Facebook, Twitter, MySpace and others supplanting other communication media.

This has changed the importance of the traditional promotional mix elements;

Advertising
Publicity
Personal Selling
Word of Mouth
and Sales Promotion.

Now Social Media has been added to the promotion mix and must be integrated into a marketing organization's activities. The new integrated marketing communication model is

Advertising
Publicity
Personal Selling
Word of Mouth
Social Media and digital communications
and Sales Promotion.

Since Social Media is an area under growth and development, its importance and the proper way to employ it will change and the course will keep pace with those changes.

The Course Description follows:

MKTG 415 Marketing Communication and Digital Media (3).

The course examines integrated marketing communications in the context of changes in media that have occurred since 2000. Communication theory will be the foundation of planning, implementing, evaluating and coordinating an integrated