Document N: Course and Program Development:

IMPACT AND APPROVAL SIGNATURES
See Course and Program Development Policy and Procedures on the website for instructions.

SCHOOL: LAW MSB CAS CPA

CONTACT NAME: Dennis Pitta PHONE: x 4891

DEPARTMENT/DIVISION: Marketing & Entrepreneurship DATE PREPARED: 3/5/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR: 2011

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

Original Subject Code/Course Number: MKTG 415
Original Course Title: Advertising and Promotion

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

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Program Requirements
11. Undergraduate Specialization (24 credits or fewer)
11a. Master's Specialization (12 credits or fewer)
11b. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master's Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

PROGRAM ACTIONS

Original Program Title: MARKETING

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):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>a. Library</td>
<td></td>
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<tr>
<td>□ no impact</td>
<td>□ impact statement attached</td>
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<td>b. OTS</td>
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<td>c. University Relations</td>
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APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>4/7/11</td>
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<tr>
<td>B. General Education (for No. 7, 8)</td>
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<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>4/7/11</td>
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<tr>
<td>D. Dean</td>
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<td>4/8/11</td>
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<tr>
<td>E. University Faculty Senate (Chair)</td>
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<td>F. University Council (Chair)</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>3/19/12</td>
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<tr>
<td>H. President</td>
<td></td>
<td></td>
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<tr>
<td>I. Board of Regents (notification only)</td>
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<td>J. Board of Regents (approval)</td>
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<td>K. MHEC (notification only)</td>
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<td>L. MHEC (approval)</td>
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<td>M. Middle States Association notification Required only if the University’s mission is changed by the action</td>
<td>Required only if the University’s mission is changed by the action</td>
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</table>

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 [here](#) for instructions.

**SCHOOL:**
- LAW
- MSB
- CAS
- CPA

**CONTACT NAME:** Dennis Pitta  
**PHONE:** x4891

**DEPARTMENT/DIVISION:** Marketing & Entrepreneurship  
**DATE PREPARED:** 3/5/11

**PROPOSED SEMESTER OF IMPLEMENTATION:** Fall 2011  
**YEAR:** 2012

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

- **Course Actions**
- **Program Actions**

**Original Subject Code/Course Number:** MKTG 415  
**Original Program Title:** MARKETING

**Original Course Title:** Advertising and Promotion

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<td>21. New Degree Program</td>
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<td></td>
<td>22. Other</td>
</tr>
</tbody>
</table>

For changes to existing courses:

OLD TITLE: Advertising and Promotion  
NEW TITLE: Marketing Communications and Digital Media

<table>
<thead>
<tr>
<th>SUBJECT CODE/COURSE NO.</th>
<th>MKTG</th>
<th>CREDITS</th>
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<tbody>
<tr>
<td>OLD TITLE</td>
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<td>NEW TITLE</td>
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Summer 2010
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