

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

RECEIVED

OCT 29 2014

Title of Proposal: - Must begin with Department Abbreviation:

MKT 4310: name and course description change

UTC Records

Check One: Full Proposal Information Item

Effective Date for Curricular Offering: Fall 2015

FROM: Chris Brockman FIN FL412 1750 Chris-Brockman@utc.edu
 spokesperson's name Dept. Blg, office # Phone ext. e-mail

Does this require new resources from the originating department or other department? No

Please attach explanation if yes.

Faculty of the originating department approved this proposal on 4-7-14 (date),
 by a vote of 7 aye votes; 0 nay votes; 0 Abstentions; 0 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Beverly Brockman Beverly Brockman 4-7-14 Approve Neutral Disapprove*
 Printed Name Signature, date

College Curriculum Committee Date: 4-16-14 Vote: 8-0-0 Signature of Chair: Chris Brockman

Spokespersons for Affected Departments

Printed Name, Department Signature, Date Approve Neutral Disapprove*

Dean/Director: Michael Jones Michael Jones
 University Registrar: Linda Orth Comments: _____

Provost/Representative: _____

 Approve Neutral Disapprove*

Lab/studio fee requested: Yes No

Provost: A. Jerald Ainsworth

Signature, date Approve Disapprove*

*Those who disapprove may attach an explanation.

ACTIONS on this proposal:

Curriculum Committee

Faculty Senate

Date the proposal was considered _____
 Vote of the body: _____
 Accepted as information item (indicate date) _____
 Approved as submitted (indicate date) _____
 Approved with amendments (amendments indicated and transmitted to all signatories above, date): _____
 Signature of Chair: _____

15-104 ug

Proposal to Change Course Name and Description

MKT 4310

Department of Marketing & Entrepreneurship

Brief Description of Change

The Marketing department proposes the following changes to MKT 4310:

- Change the title from "E-Marketing" to "Digital Marketing".
- Change the course description to reflect the title change.
- Correct a mistake in the course description prerequisite, which should read "MKT 3130 and either MGT 1000 or CPSC 1000".

Rationale for the Change

The new title and course description more accurately reflect the strategy and technology involved in social media tools used in business today.

Catalog Description

Current Course Description	New Course Description
<p style="text-align: center;">MKT 4310 - E-Marketing</p> <p>(3) Credit Hours</p> <p>This course introduces students to the concepts and tools on Internet marketing. In addition to examining different e-business models, new and recent developments in e-business are a focus of the class. The strategic implications of the Internet on research, promotion, transactions, and distribution will be examined in both for profit and not-for-profit organizations. Fall semester. Prerequisites: MKT 3130, MGT 1000 or CPSC 1000, junior standing, or department head approval. Differential course fee will be assessed.</p>	<p style="text-align: center;">MKT 4310 – Digital Marketing</p> <p>(3) Credit Hours</p> <p>This course introduces students to the changing world of digital marketing. Students will examine how to strategically utilize digital tools to build a customer community, strengthen brand equity, and influence public opinion. The course will cover both the conceptual use of digital media as well as the practical tools involved. Prerequisites: MKT 3130 <u>and either</u> MGT 1000 or CPSC 1000, junior standing, or department head approval. Differential course fee will be assessed.</p>

Economic and Pedagogical Consequences

No economic or pedagogical impacts from this proposal are anticipated.

Relation and Requirements to other Departments/Programs

Changing the course name and description will entail no additional requirements or resources, either within the College of Business or within the University.

THE
UNIVERSITY of TENNESSEE at CHATTANOOGA 
COLLEGE of BUSINESS

Department of Marketing & Entrepreneurship

Term: Spring 2014

Course: MKT Course Number: 4310 CRN: 24890 Section: 0

Title: Digital Marketing Credit Hours: 3

Schedule Time: 5:30 – 8:00 PM Day(s): Monday Location: FLET210

Contact

Information: Instructor: Jeremy Floyd
Office Location: TBA
Office Phone: (865) 329-7380
Office Hours: By appointment
Email Address: Jeremy-Floyd@utc.edu

ADA Statement

Attention: If you are a student with a disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) and think that you might need special assistance or a special accommodation in this class or any other class, call the Disability Resource Center (DRC) at 425-4006 or come by the office, 102 Frist Hall <http://www.utc.edu/Administration/DisabilityResourceCenter/>.

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or <http://www.utc.edu/Administration/CounselingAndCareerPlanning/>.

Your Career Path - Meeting with Faculty

College of Business faculty are happy to share their knowledge and experience with you as you plan for your future. If you have any questions regarding career paths in this field or interest in applying to graduate school, please feel free to meet with me (or any faculty member) during office hours or after class throughout the semester.

Professional Organizations

Numerous opportunities exist for students to become involved in professional organizations. Student organizations include the American Marketing Association (AMA) as well as the Collegiate Entrepreneurs Organization (CEO) Club. Professionals in the community encourage students to join them at their local chapter meetings. Google the national organization or ask faculty members for local organization's contact information.

Course Description

While the world of “digital” is constantly changing, professional marketers are constantly trying to grasp how to strategically utilize digital tools to foster consumer community, limit crisis, and ultimately solidify brands in the consumer-empowered paradigm. This course will examine the shift of power from the boardroom to the living room through media such as blogs, Facebook, Twitter, Pinterest, and others with the goal of evaluating platforms against the organization’s marketing goals and objectives. In addition, the course material will explore the overall connection of other digital platforms such as mobile, search engine and email. This course will provide not only a theoretical basis for evaluating engagement activities but also a practical experience of the tools used by professional marketers today.

Course Format

The course will be structured in a lecture/discussion format. Students are expected to be prepared for each class session and contribute to the class discussion. Students are encouraged to bring laptops, if available, to class. Most classes will have an amount of time allocated to technical application.

While a variety of readings and assignments are indicated in the attached course schedule, additional readings or handouts may also be distributed to the students. These supplemental materials are an integral part of the course and are required readings for all students. I will maintain the updated list of materials and class assignments at jeremyfloyd.com/class

Expected Outcomes

After successfully completing this course, students should expect to:

- Have a broad understanding of various aspects and implementations of digital media strategies and tactics.
- Grasp of both the theoretical and practical applications of Social Media and Digital Marketing.
- Develop a social media strategy for various uses in both the profit and non-profit sectors.
- Analyze qualitative and quantitative results for social media campaigns.
- Have a framework to analyze social media strategy and overall implementation.
- Understand how to use digital tools to capture, engage, and convert people into customers.
- Pitch a digital marketing plan to a client or executive.

Grading

Grades in this class will consist of the following parts:

- Write 10 Blog Posts by Midterm (10%)
- Write 10 Blog Posts by Finals (10%)
- Complete Assignments (10%)
- Hootsuite Certification (20%)
- Quizzes (10%)
- Class Project (40%)

Assignments

All assignments will be posted on my website bit.ly/FA13DMedu (digitalmarketingedu.com). Each week there will be assigned reading, homework, class location and assigned conversation

moderators. The writing, technical competence, online engagement and class participation components of the grade will be derived from these assignments. MBA students will have additional assignments from time to time.

Class Participation

Throughout the semester each student will be assigned a topic from the reading or relevant subject matter to present and discuss with the class. To earn this portion of the grade each student must be present, prepared and engaging.

Late Assignments

All assigned homework is due on the date identified in the assignment. Any homework completed the following day will incur a two-point penalty. Any homework completed after that time is eligible for partial credit (30-50% of the original value) depending upon the circumstances.

Extra Credit

Throughout the semester students may earn up to 3.6 extra credit points by completing extracurricular assignments. Each assignment completed is worth .2 points towards the final grade. Students are also encouraged to propose extra credit assignments to the professor with greater point values commiserate with effort of the assignment.

- Submit to the professor relevant YouTube videos or blog posts and be prepared to discuss during class.
- Prepare and present to the class case studies addressing the use of digital media in the market.
- Complete blog posts that are suggested by the professor throughout the semester.
- Attendance of Social Slam in Knoxville, TN on April 5, 2013 (soslam.com) – 1 full extra credit point.

Group Projects

The class project will comprise nearly half of each student's grade. Teams will be assigned early in the semester, and each group will be responsible for coming to consensus over the organization in which they will serve with their class project. Students may select an actual company or non-profit organization (preferred, if possible), or the students may create a fictional organization for their project. The groups will then be responsible for creating the following:

- Digital strategy and execution plan identifying each of the digital platforms that will be used. Platform selection should be well reasoned identifying why each was or was not chosen.
- Crisis plan. What are the potential pitfalls? How will those be addressed?
- Key differentiator in the digital space.
- Calendar of execution.
- Cost analysis.
- Success plan. How will you define success and what measurements will you use?

Group projects will be graded against the following criteria:

Written (25 pts)

1. Completion of Group Project description

2. Rough draft of Group Project
3. Final written document that sufficiently demonstrates:
 - a. Clearly defined objectives that effectively demonstrate use of digital media
 - b. Strategy that effectively moves the organization from its current state to □achieve stated objectives
 - c. Tactics and technology successfully demonstrate use of digital tools discussed in class
 - d. Clearly defined points of differentiation specifically within the in digital landscape
 - e. Well-articulated implementation plan
 - f. Timeline

Presentation (15 pts)

1. Presentation preparedness
2. Group had knowledge of material and effectively answered questions

Required Reading (in order of assignments)

1. Levine, Rick; Locke, Christopher; Searls, Doc; Weinberger, David; McKee, Jake. The Cluetrain Manifesto: 10th Anniversary Edition. Basic Books, 2009.
2. Greenberg, Eric, and Alexander Kates. *Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment*. New York: McGraw-Hill, 2013. Print.
3. Schaefer, Mark. Tao of Twitter, McGraw-Hill, 2012.