Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT NAME: INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT

COLLEGE OF: BUSINESS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX ISM COURSE NUMBER 3007 LAB CODE (L or C)

(TO OBTAIN A COURSE NUMBER, CONTACT ERUDOLPH@FAU.EDU)

COMPLETE COURSE TITLE SOCIAL MEDIA INNOVATION

EFFECTIVE DATE (_ FALL 2012

CREDITS:3

TEXTBOOK INFORMATION: No textbook is required but many suggested readings.

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X PASS/FAIL ___ SATISFACTORY/UNSATISFACTORY ___

COURSE DESCRIPTION, NO MORE THAN 3 LINES:
In this course you will learn how social media works, why social media matters to business, and how to use it successfully.

PREREQUISITES W/MINIMUM GRADE: COREQUISITES: OTHER REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: PHD IN THE DISCIPLINE OR SACS QUALIFIED INSTRUCTOR

WAC/GORDON RULE COURSE?

Yes If yes, syllabus with WAC/GR criteria clearly indicated must be attached.

No For GR & WAC guidelines, go to: http://www.fau.edu/WAC/

Faculty Contact, Email, Complete Phone Number
Tamara Dinev, tdinev@fau.edu, 561-297-3181

GENERAL EDUCATION REQUIREMENT (X IN FRONT OF SELECTION):
Communications Math Social Sciences
Humanities Natural Science Non Applicable

SIGNATURES SUPPORTING MATERIALS

Approved by: ___________________________ Date: __2.29.12__
Department Chair: ___________________________
College Curriculum Chair: ___________________________
College Dean: ___________________________
UUPC Chair: ___________________________
Provost: ___________________________

Syllabus—must include all details as shown in the UUPC Guidelines.
Go to: www.fau.edu/academic/registrar/UUPCinfo/ to download this form and guidelines to fill out the form.

Written Consent—required from all departments affected.

Email this form and syllabus to erudolph@fau.edu one week before the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website by committee members prior to the meeting.

FAUnewcourseUG—Revised May 2008