

From: Tamara Dinev  
Sent: Friday, February 23, 2024 5:04 PM  
To: Ann Root  
Subject: RE: adding two new digital marketing courses as options for Digital Marketing Certificate/Minor

Yes, absolutely no problem! We just have to run it through the committees. Give me all the forms and Memo of the changes, and we will take it to the UGC

Best Regards:

Tamara

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Tamara Dinev, Ph.D.  
Department Chair and Professor  
Dean's Distinguished Research Fellow  
Department of Information Technology and Operations Management, FL 219  
College of Business, Florida Atlantic University  
Boca Raton, Florida 33431  
Google Scholar: <https://scholar.google.com/citations?user=YH8QZ-YAAAAJ&hl=en>

From: Ann Root <aroot@fau.edu>  
Sent: Friday, February 23, 2024 3:41 PM  
To: Tamara Dinev <tdinev@fau.edu>  
Subject: adding two new digital marketing courses as options for Digital Marketing Certificate/Minor

Hi Tamara!

We recently added Influencer Marketing and Social Media Marketing to our courses. Are you ok if we add these two as Marketing Options for the Digital Marketing Certificate/Minor?

Right now the students have no options. They have to take Digital Marketing and Marketing

Research. This would give them some options like you have in ITOM

Ann

Ann R. Root, Ph.D  
Director of Assessment and FAR, College of Business  
Senior Instructor, Department of Marketing  
Advisor, FAU Equestrian Team  
Fleming 319  
School of Business  
Florida Atlantic University  
777 Glades Rd.  
Boca Raton, FL 33431  
561-297-4179  
aroot@fau.edu