



Department of Information Technology & Operations Management  
College of Business  
Florida Atlantic University  
777 Glades Road  
Boca Raton, FL 33431  
Tel: 561.297.3191

November 3, 2012

To: College of Business Undergraduate Council  
From: Dr. Tamara Dinev, Chair of ITOM Department  
Cc: Dr. James Gray, Chair of Marketing Department  
Dr. Som Bhattacharya, Associate Dean  
Rupert Rhodd, Associate Dean of Student Services  
  
Re: Proposing Digital Marketing minor

The Department of Information Technology and Operations Management (ITOM) proposes that the Digital Marketing (DM) minor be created for undergraduate students. The DM minor will be jointly offered by ITOM and the Department of Marketing. Both ITOM and Marketing Department unanimously approved the joint minor.

Digital marketing that comprises both Information Systems and Web and Social Network Services has become a key consideration for marketing and sales professionals and executives today. The skills needed for Digital Marketing are inherently interdisciplinary comprising both of knowledge in Marketing and Information Technologies. These two disciplines are taught in business schools, but unless a cross disciplinary minor is created to encourage specialization in this field, students rarely take courses across the two disciplines to acquire the necessary knowledge. This minor will provide the opportunity to the students.

The Minor in Digital Marketing is a 12 credit program. The Minor is available to all FAU degree seeking students and enhances the qualifications of students pursuing careers in fields related to business, marketing, and information technologies. Students will acquire knowledge and skills in online and digital business and digital product delivery as well as in developing, analyzing, and enhancing a company's presence on the web and the Social Networking space. Professions and majors that will benefit from the minor include Marketing, Business Development, Business Strategy, Information Technology, Management Information Systems, and others.

**PROPOSED TEXT:**

The Minor requires successful completion of the courses below with minimum grades of "C". At least 9 of the 12 credits must be earned from FAU. For non-Business majors, waiver of prerequisites will be made on a case-by-case basis.

A maximum of 3 credits used for the minor may count toward other Business major requirements. A minimum of two courses (6 credits) must be exclusive to the minor. For exceptions, a petition should be submitted to the ITOM Department Chair or the Department of Marketing Chair.

ITOM: Two courses from the following 4 (6 credits).

1. ISM 4420 Social Media and Web Analytics
2. ISM 4041 Social, Legal, and Ethical Issues of Digital Data
3. ISM 3007 Social Media Innovation
4. ISM 4054 Social Media and Web technologies

Department of Marketing: (6 credits)

1. MAR 4613 Marketing Research
2. MAR 4721 Marketing on the Internet

**END OF PROPOSED TEXT:**

Both Marketing Department and ITOM have voted unanimously in favor of the creation of DS minor. Should you require anything further, please contact Tamara Dinev, College of Business, FL218, extension 7-3181.

Thank you for your consideration.

Approved by:

Date:

Department Chair: \_\_\_\_\_

College Curriculum Chair: \_\_\_\_\_

College Dean: \_\_\_\_\_

UUPC Chair: \_\_\_\_\_

Provost: \_\_\_\_\_