

# FLORIDA ATLANTIC UNIVERSITY™

## Undergraduate Programs—COURSE CHANGE REQUEST<sup>1</sup>

UUPC APPROVAL 11/9/2014  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

DEPARTMENT: <b>MARKETING</b>	COLLEGE: <b>BUSINESS</b>
COURSE PREFIX AND NUMBER: <b>MAR4721</b>	CURRENT COURSE TITLE: <b>MARKETING ON THE INTERNET</b>
CHANGE(S) ARE TO BE EFFECTIVE (LIST TERM): <b>SPRING 2015</b>	_____ TERMINATE COURSE (LIST FINAL ACTIVE TERM):

<p><b>CHANGE TITLE TO: DIGITAL MARKETING</b></p> <p>CHANGE PREFIX FROM: _____ TO: _____</p> <p>CHANGE COURSE NO. FROM: _____ TO: _____</p> <p>CHANGE CREDITS<sup>2</sup> FROM: _____ TO: _____</p> <p>CHANGE GRADING FROM: _____ TO: _____</p> <p>CHANGE WAC/GORDON RULE STATUS<sup>3</sup>          ADD* _____ REMOVE _____</p> <p>CHANGE GENERAL EDUCATION REQUIREMENTS<sup>4</sup>          ADD* _____ REMOVE _____</p> <p><small>*WAC and General Education criteria must be clearly indicated in attached syllabus. For WAC Guidelines: <a href="http://www.fau.edu/WAC">www.fau.edu/WAC</a>. Please attach General Education Course Approval Request: <a href="http://www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php">www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php</a></small></p>	<p><b>CHANGE DESCRIPTION FROM:</b> Marketing strategies and approaches as applied to electronic commerce. Planning, implementation, and management of online customer promotional activities in an online environment. Lab time required.</p> <p><b>To:</b> Applied digital marketing covering SEO, Online Advertising, Web Analytics, Email Marketing, Social Media and Reputation Management. Lab time required.</p> <p><b>CHANGE PREREQUISITES/MINIMUM GRADES TO*:</b></p> <p><b>CHANGE COREQUISITES TO*:</b></p> <p><b>CHANGE REGISTRATION CONTROLS TO:</b></p> <p><small>*Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).</small></p>
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**Attach syllabus for ANY changes to current course information.**

Should the requested change(s) cause this course to overlap any other FAU courses, please list them here.	Please consult and list departments that might be affected by the change(s) and attach comments.
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Faculty contact, email and complete phone number:  
 Ann R. Root: [aroot@fau.edu](mailto:aroot@fau.edu); 561-297-4179

<p><b>Approved by:</b></p> <p>Department Chair: <u>[Signature]</u></p> <p>College Curriculum Chair: <u>[Signature]</u></p> <p>College Dean: <u>[Signature]</u></p> <p>UUPC Chair: <u>[Signature]</u></p> <p>Undergraduate Studies Dean: <u>[Signature]</u></p> <p>UFS President: _____</p> <p>Provost: _____</p>	<p><b>Date:</b></p> <p><u>03 Nov 2014</u></p> <p><u>11/4/14</u></p> <p><u>11.4.14</u></p> <p><u>11/10/14</u></p> <p><u>11/12/14</u></p>	<ol style="list-style-type: none"> <li>1. Syllabus must be attached; syllabus checklist recommended, see guidelines and checklist: <a href="http://www.fau.edu/academic/register/UUPCinfo">www.fau.edu/academic/register/UUPCinfo</a></li> <li>2. Review Provost Memorandum: <b>Definition of a Credit Hour</b> <a href="http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf">www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf</a></li> <li>3. WAC approval (attach if necessary)</li> <li>4. Gen. Ed. approval (attach if necessary)</li> <li>5. Consent from affected departments (attach if necessary)</li> </ol>
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Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website prior to the meeting.