

CBA Curriculum Committee
Minutes of the Meeting of September 23, 2022
2115 Wittich Hall

Members present: David Annino (IS), Uzay Damali (MGT), Sergey Komissarov (Convener), Maggie McDermott (MKT, chair), James Murray (ECO), Changyu Yang (FIN)

Consultants present: Nicole Vidden (CBA Academic Services Director)

Guests present: Ken Graham (MKT and AOL Committee Chair)

Meeting called to order at 8:30 AM

1. Motion to approve the minutes of the meeting on September 9, 2022. Moved, seconded, and approved with vote 6 yes, 0 no, 0 abstentions.
2. Discussed the proposals for the Digital Marketing Management and Digital Marketing Analytics graduate certificate programs. Each is a completely online 9-credit graduate certificate program offered in collaboration with UW-Parkside and with administrative and financial support from the University of Wisconsin-Extended Campus.

Dr. Ken Graham was a leader in designing the program and will serve as the first director of the graduate programs. He spoke of the differences in the programs from a similar graduate program proposed last year.

The Digital Marketing Management certificate will be mostly taught by UWL faculty and academic staff and the Digital Marketing Analytics program will be mostly taught by UWP faculty and staff. Teaching of the courses will be as overloads when taught by full time UWL faculty.

3. Motion to approve the Digital Marketing Management Certificate program moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
4. Motion to approve the Digital Marketing Analytics Certificate program moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
5. Motion to approve the course, DMK 700 SEO and Digital Marketing Research, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
6. Motion to approve the course, DMK 705 Customer Data Analysis and Decisions, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.

7. Motion to approve the course, DMK 710 Digital Marketing Technologies, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
8. Motion to approve the course, DMK 730 Legal and Ethical Considerations in Digital Marketing, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
9. Motion to approve the course, DMK 735 Digital Marketing Strategy and Tactics, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
10. Motion to approve the course, DMK 740 Digital Marketing Management, was moved, seconded, and approved with vote 6 yes, 0 no, 0 absentions.
11. Next meeting is Friday, October 7 at 8:30 AM.

Meeting adjourned at 9:30 AM

Submitted by James Murray