

GRADUATE CURRICULUM COMMITTEE AGENDA

October 4, 2022

3:30 P.M., 325 Graff Main Hall

Members:	Kyrsha Balderas	Student Representative
	Patricia Campbell	Health Professions, 4039 Health Science Center
	Ward Dobbs	Exercise & Sport Science, 207 Mitchell Hall
	Daniel Hyson	Psychology, 341N Graff Main Hall
	Dipankar Mitra	Computer Science, 209 Wing Technology Center
	Alex Olver	Student Representative
	Steni Sackiriyas	Health Professions, 4068 Health Science Center
	Jason Sauppe	Computer Science, 207 Wing Technology Center
	David Schumann	Biology, 2034 Cowley Hall
	Jenna Starck	Exercise & Sport Science, 219 Mitchell Hall
	Tori Svoboda	Student Affairs Administration, 345F Morris Hall

Consultants: Carla Burkhardt, CSH; Pamela Cipkowski, Library Services; Roger Haro, CSH; Guy Herling, CSH; Marie Moeller, CASSH; Janelle Nelson, Records; Jessica Palmer, Records; Jen Pinnow, SOE; Pete Stovall, CASSH; Meredith Thomsen, Graduate & Extended Learning; Leanne Vigue, Registrar

I. Approval of September 20, 2022, minutes

II. First Readings

A. Marketing

1. [DMK 700- new course; title "SEO and Digital Marketing Research;" 3 credits; effective Fall 2022.](#)
2. [DMK 705- new course; title "Customer Data Analysis and Decisions;" 3 credits; effective Fall 2022.](#)
3. [DMK 710- new course; title "Digital Marketing Technologies;" 3 credits; effective Fall 2022.](#)
4. [DMK 730- new course; title "Legal and Ethical Considerations in Digital Marketing;" 3 credits; effective Fall 2022.](#)
5. [DMK 735- new course; title "Digital Marketing Strategy and Tactics;" 3 credits; effective Fall 2022.](#)
6. [DMK 740- new course; title "Digital Marketing Management;" 3 credits; effective Fall 2022.](#)

B. Student Affairs Administration

1. [SAA 895- new course; title "Independent Research;" 1 credit; effective Fall 2022..](#)

III. Consent Items

IV. Informational Items

V. Old Business

VI. New Business

VII. Future Business

cc: Maggie McDermott

Ken Graham

Tori Svoboda