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