GRADUATE CURRICULUM COMMITTEE MINUTES
October 4, 2022
3:30 P.M., 325 Graff Main Hall

Members: Balderas, Campbell, Dobbs, Mitra, Olver, Sackiriyas, Sauppe, Schumann, Starck, Svoboda
Members Absent: Hyson
Consultants: Cipkowski, Nelson, Palmer, Stovall, Thomsen, Vigue
Guests: Ken Graham, Adele Lozano

I. Approval of September 20, 2022, minutes

M/S/P to approve 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.

M/S/P to approve on first reading.

B. Student Affairs Administration
   1. **SAA 895**- new course; title “Independent Research;” 1 credit; effective Fall 2022.

M/S/P to approve on first reading.

III. Consent Items: none

IV. Informational Items: none

V. Old Business: none

VI. New Business: none

VII. Future Business: none

Adjourned 4:24 P.M.