

# 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.*