

11-15-2018

SR-18-19-07 CC

Marshall University

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**UNIVERSITY CURRICULUM COMMITTEE**

**RECOMMENDATION**

**SR-18-19-07 CC**

Recommends approval of the listed **UNDERGRADUATE AREA OF EMPHASIS ADDITIONS** in the following college and/or schools/programs:

**College of Business**

**Name of area of emphasis:** Digital Marketing and Analytics

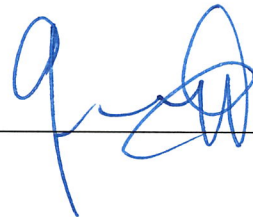
**Rationale:** As the marketing profession is very diverse, it is of benefit to our students to offer them the opportunity to receive a marketing education that is much less general in scope and concentrate on an area of interest. Based on marketing industry conditions, our past experience with student placements, and departmental capabilities, it has been determined by marketing faculty that two areas of emphasis should be offered, Sales and Digital Marketing & Analytics. General marketing will remain as an option

**Name of area of emphasis:** Sales

**Rationale:** As the marketing profession is very diverse, it is of benefit to our students to offer them the opportunity to receive a marketing education that is much less general in scope and concentrate on an area of interest. Based on marketing industry conditions, our past experience with student placements, and departmental capabilities, it has been determined by marketing faculty that two areas of emphasis should be offered, Sales and Digital Marketing & Analytics. General marketing will remain as an option

**FACULTY SENATE CHAIR:**

APPROVED BY THE  
FACULTY SENATE: \_\_\_\_\_



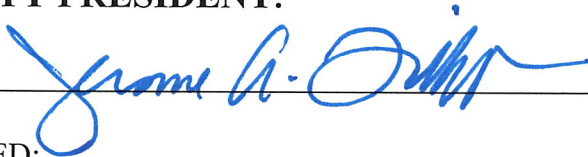
DATE: 11/15/18

DISAPPROVED BY THE  
FACULTY SENATE: \_\_\_\_\_

DATE: \_\_\_\_\_

**UNIVERSITY PRESIDENT:**

APPROVED: \_\_\_\_\_



DATE: 11-30-18

DISAPPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

**COMMENTS:** \_\_\_\_\_