# Curriculum Proposal

**MASC 19-20 #21**

## Packet Contents

| 1.1  | Summary |

## Course Modifications

| 1.3  | MASC 2690 Public Relations (3 credits) to MASC 3260; prerequisite change |
| 1.5  | MASC 3470 Multimedia Marketing (3 credits) to MASC 4220; prerequisite change |
| 1.8  | MASC 4970 Internship (3 credits) to (1-12 credits) |

## New Course

| 1.10 | BUAD 3500 Marketing Analytics (3 credits) |

## Program Modification

| 1.18 | Marketing Communication, B.S. major |

| 1.23 | Signatures |
BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: Business, Mathematics and Sciences  
Department: Integrated Media Department and Business Department  
Proposer: Dr. Valica Boudry  
Proposer’s position: Department Chair, Integrated Media Department

Describe the modification(s) you propose, and how it (/they) will work to students' advantage. (This description and explanation will be included in Curriculum Report packets forwarded to the Faculty Senate.):

We are proposing the following changes to the B.S. in Marketing Communications program:

Add the following courses:

- MASC 2243-Video Editing (3 credits)
- BAUD 2280-Computer Business Apps (3 credits)
- BAUD 3500-Marketing Analytics (3 credits)

Remove the following course:

- MASC 2600-Advertising (3 credits)

Modify the following courses:

- MASC 2690-Public Relations will change to MASC 3260- Public Relations and will add the pre-requisites MASC 2850 and BAUD 3361
- MASC 3470-Multimedia Marketing to MASC 4220-Multimedia Marketing and add the pre-requisites BAUD 3361, MASC 2243 and senior status
- MASC 4970-Internship from 3 credits to 1-12 credits

The changes we are making are changes that were both recommended to us from an Advisory Board meeting we had on October 19, 2018 and from our systematic perusal of job postings and the skills being called for in our field.

Based on the above, we are making changes that will increase students’ skills in content creation and marketing analytics, and are getting rid of any redundancies between classes.
The changes will help students to be more competitive by increasing their video skills, something in high demand right now in our field, and also in marketing analytics, another skill in high demand. Additionally, the changes we made to MASC 2690-Public Relations and MASC 3470-Multimedia Marketing, will elevate students writing skills, strategic planning skills, photography skills and content management web development skills.

More information specific to each class is outlined in the Form 5.

Overall, we are confident these changes will help us to produce graduates who are not only ready for the job market, but are highly competitive in today’s job market.

Modifications proposed (specify number of each):
___3___Course Modification(s) (form 2)
___1___New Course(s) (form 3)
_____Course Drop(s) (form 4)
___1___Program Modification(s) (form 5)
_____New Program(s) (form 6)
_____Program Drop(s) (form 7)

The modifications affect (check):
_____Liberal Education
___X__Undergraduate Curriculum
_____Graduate Curriculum
_____Teacher Licensure Program(s)
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 2690
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: MASC 3260
   Graduate:

Current Course Title: Public Relations
Proposed Course Title, if different:

Current Course Description: Learn the strategic planning process of doing public relations work and how to create a public relations plan. Students will learn and apply the various tactics used by public relations professionals to meet organizational goals.

Proposed Course Description, if different:

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: None
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: MASC 2850 and BAUD 3361
   Graduate:

1) Reason(s) for change(s): Moving this course to a 3XXX level course reflects the 3XXX level work already being done in this class where students work with an individual client and create public relations plans. The addition of the two prerequisites will give students the needed skills to do the work in this course to a higher degree, and the instructor has already made changes to the course in anticipation of this.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes __X__ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
Student Learning Outcomes Yes _____ No __X___
Major Content Areas Yes _____ No __X___
Projected Maximum Class Size (Cap) Yes _____ No __X___

4) Current Course fee(s) per student: $**None**
   for:
   Proposed Course fee(s) per student, if different: $__
   for:

5) Service Areas:
   This course is a requirement or an elective in the programs/areas listed below. To locate
   where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
   catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:
   Marketing Communications, B.S. major
   Mass Communications, B.S. major

   Teacher Licensure programs:

   Liberal Education:

   The above “service area” programs/departments were notified of this modification
   on __________ (date) by ___________________ (mail, email, or phone).

Please check one of the items below:

_____ No comments were received from other programs or departments within one
week of the notification.

_____ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 3470
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: MASC 4220
   Graduate:

Current Course Title: Multimedia Marketing
Proposed Course Title, if different:

Current Course Description: This course focuses on reaching potential customers through the use of multimedia content marketing. Using video, photos, audio and text, you will learn content marketing strategies and how to create content that delivers information about your product or services to your target audience.

Note: Curric Coord: Both prerequisites will be hardcoded.

Note: Change to prerequisites only
Proposed Course Description, if different:
This course focuses on reaching potential customers through the use of multimedia content marketing. Using video, photos, audio and text, you will learn content marketing strategies and how to create content that delivers information about your product or services to your target audience. Prerequisite(s): MASC 2243 and senior status

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: None
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: MASC 2243 and senior status
   Graduate:

1) Reason(s) for change(s): Our Advisory Board advised us to make this class a capstone course and train students more rigorously in video, writing and
photography. As such, the instructor re-designed the course this past summer and made changes that move it from a 3XXX level to a 4XXX level course. Students work with individual clients to create a multimedia content marketing plan and create multimedia content for that client. The addition of the two pre-requisites allowed the instructor to drop that level of content from the existing course, and replace it with higher level content and skills assignments.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes ___X___ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
   - Student Learning Outcomes Yes _____ No ___X___
   - Major Content Areas Yes ___X___ No ___X___
   - Projected Maximum Class Size (Cap) Yes _____ No ___X___

Current Major Content Areas:

C. OUTLINE OF MAJOR CONTENT AREAS
1. 1. Content Marketing
2. 10. Shooting Video Sequences
3. 11. Video Editing
4. 12. Social Media Marketing
5. 2. Elements of Storytelling
6. 3. Audio Interviewing Basics
7. 4. Audio Podcasting
8. 5. WordPress
9. 6. Photography
10. 7. Photo Composition
11. 8. Image Editing in Photoshop
12. 9. Photographing Events

Proposed Major Content Areas:
Same as above except remove #4 Social Media Marketing and #7 Audio Podcasting

4) Current Course fee(s) per student: $ None
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:
Marketing Communication, B.S. major
Mass Communication, B.S. major
Mass Communication minor

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification on _______ (date) by ________________ (mail, email, or phone).

Please check one of the items below:

_______ No comments were received from other programs or departments within one week of the notification.

_______ Comments were received within one week of the notification, and are attached.
Course Modification Form

Current Course Number(s):
   Undergraduate: **MASC 4970**
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

Current Course Title: **Internship**
Proposed Course Title, if different:

Current Course Description: Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

Proposed Course Description, if different:

Current Credits: **3**
Proposed Credits, if different: **1-12**

Current Prerequisite(s):
   Undergraduate: **None**
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate:
   Graduate:

1) Reason(s) for change(s): The Marketing Communication Committee thought there should be consistency between the two departments in the number of credits an internship could be. While students may only receive three internship credits for this particular degree, they may take more internship credits if they have room in their schedules. The Business Department wanted to maintain their current offering of 1-12 credits, so the Integrated Media Department changed their Internship credit number to 1-12 instead of the current 3 credits.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes ___X___ No ____ If not, please drop the current course and submit a new course form for the modification.
3) Do these modifications change any of the following? **For all Yes answers, please provide updated information on the next page.**

- Student Learning Outcomes: Yes _____ No _X_
- Major Content Areas: Yes _____ No _X_
- Projected Maximum Class Size (Cap): Yes _____ No _X_

4) Current Course fee(s) per student: $**None**
   for:
   Proposed Course fee(s) per student, if different: $
   for:

5) Service Areas:
   This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to [http://www.bemidjistate.edu/academics/catalog/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   **Non-licensure programs:**

   **Teacher Licensure programs:**

   **Liberal Education:**

   The above “service area” programs/departments were notified of this modification on ______ (date) by ____________________ (mail, email, or phone).

   Please check one of the items below:

   ______ No comments were received from other programs or departments within one week of the notification.

   ______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: **BUAD 3500**
  Graduate:

Course Title: **Marketing Analytics**

**Note: Curric Coord hard code the prerequisite**

Course Description: In this digital age, there is an unprecedented volume, velocity, and variety of marketing data available to firms. User characteristics and behaviors are tracked in detail for websites, social media pages, and ad campaigns, and information-rich user-generated content is contributed at breakneck speed throughout the web. The marketing world is a-buzz with excitement about using this “big data” to increase profits – yet, many marketers find real, measurable value-gain to be elusive. It is all too easy to suffer “analysis paralysis” in the face of a sea of metrics; to make uninformed recommendations based on flawed data or analytics; or in invest in an analytics tool that makes strong promises but doesn’t deliver actionable insights.

Prerequisite(s): **BUAD 3361**

Credits: 3

Prerequisite(s):
  Undergraduate: **BUAD 3361**
  Graduate:

1. Reason(s) for creating this course: This course was created because of the need discussed with the marketing faculty in the Business Administration, in collaboration with the Integrated Media faculty for our Marketing Communications degree program. Also, information about the need to add an analytics course was recommended by industry leaders in the advisory board meeting held by the Integrated Media Department.

2. How often will this course be offered? Every fall semester face-to-face starting fall 2020, every spring semester online starting spring 2021.

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?

   1. Students will define marketing analytics and how it can be used in a marketing context.
   2. Students will analyze customer data analysis and how to apply the various steps needed to obtain insights from customer data analysis. These steps
include defining research problems, collecting and managing customer data, conducting appropriate analyses, and interpreting analytic results for marketing insights.

3. Students will describe theories on customer analytics and how analytical and customer theories can be used to make appropriate analysis techniques to given research problems and types of customer data.

4. Students will develop critical thinking skills and the ability to critically evaluate business problems and to determine the most appropriate analytical techniques.

5. Students will apply strategic thinking and how to gain insight from the analysis of data and to recommend an appropriate course of action based on empirical evidence.

4. What are the major content areas for the course?

**Tentative List of Assignments**

<table>
<thead>
<tr>
<th>Class period</th>
<th>Readings, exercises, exams, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>Introduction to Marketing Analytics &amp; Customer Analysis</td>
</tr>
<tr>
<td></td>
<td>Market Segmentation</td>
</tr>
<tr>
<td>Weeks 1 &amp; 2</td>
<td></td>
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<tr>
<td>Module 2</td>
<td>Preference Measurement</td>
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<td></td>
<td>Consumer Choice Models</td>
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<tr>
<td>Weeks 3 &amp; 4</td>
<td>Exam 1</td>
</tr>
<tr>
<td>Module 3</td>
<td>Customer Lifetime Value</td>
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<tr>
<td>Weeks 5 &amp; 6</td>
<td></td>
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<tr>
<td>Module 4</td>
<td>New Product Decision</td>
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<tr>
<td>Weeks 7 &amp; 8</td>
<td>Exam 2</td>
</tr>
<tr>
<td></td>
<td>Study for Midterm Exam</td>
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<tr>
<td>Module 5</td>
<td>Midterm Exam</td>
</tr>
<tr>
<td>Weeks 9 &amp; 10</td>
<td>Pricing Analytics and Optimization</td>
</tr>
<tr>
<td>Module 6</td>
<td>Advertising Targeting</td>
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<tr>
<td>Weeks 11 &amp; 12</td>
<td>Sales Promotions</td>
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<tr>
<td></td>
<td>Exam 3</td>
</tr>
<tr>
<td>Module 7</td>
<td>Social Media and New Platforms</td>
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<td>Weeks 13 &amp; 14</td>
<td>Mobile Experience and Outreach</td>
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<td></td>
<td>Exam 4</td>
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<tr>
<td>Module 8</td>
<td>Data Mining and Predictive Analytics</td>
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<tr>
<td>Weeks 15 &amp; 16</td>
<td>The Future of Analytics</td>
</tr>
<tr>
<td></td>
<td>Marketing Analytics Project Team Presentations</td>
</tr>
<tr>
<td></td>
<td>Complete Group Evaluation</td>
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<tr>
<td></td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? **No**
6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used? **It will be offered on campus in the fall semesters and online in the spring semesters.**

7. What is the projected maximum class size (cap)? **30**

8. What qualified faculty will be available to teach this course? **Dr. Gabriel Warren**

   NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available? **None**

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
   
   Amount per student: **$0**

   For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (undergrad/grad), the syllabus must include an additional component for graduate students.
Marketing Analytics: BUAD 3500-01
Course Syllabus Fall 2020

Professor: Dr. Gabriel Warren
E-mail: gwarren@bemidjistate.edu
Office: Memorial Hall 130
Office phone: 218-755-2756

Class Hours:
TBD

Course Prerequisites: BUAD 3361
Course Credits: 3

Office Hours:
TBD

Required Text and Course Resources:
Textbook: TBD

Mission for the Department of Business Administration:
Educate students through a learning-centered environment. Graduates will be prepared for entry into and advancement in careers in business and for contributions to their global and local communities.

Departmental Student Learning Outcomes (DSLO):
1. Graduates will demonstrate a foundational knowledge in the field of business.
2. Graduates will demonstrate information literacy.
3. Graduates will demonstrate ability to use practical business tools.
4. Graduates will demonstrate professional communication skills.
5. Graduates will demonstrate ability to work effectively as part of a team.
6. Graduates will demonstrate ability to analyze complex business situations and ethical obligations in a realistic business environment.

Marketing Emphasis Student Learning Outcomes (SLO):
Students will be able to:
1. Explain the current definition of marketing and marketing terms.
2. Discuss the current usage of marketing concepts.
3. Apply marketing methods using appropriate marketing tools.
4. Analyze complex marketing situations in a realistic business environment.

Course Description:
In this digital age, there is an unprecedented volume, velocity, and variety of marketing data available to firms. User characteristics and behaviors are tracked in detail for websites, social media pages, and ad campaigns, and information-rich user-generated content is contributed at breakneck speed throughout the web. The marketing world is a-buzz with excitement about using this “big data” to increase profits – yet, many marketers find real, measurable value-gain to be elusive. It is all too easy to suffer “analysis paralysis” in the face of a sea of metrics; to make misinformed
recommendations based on flawed data or analytics; or in invest in an analytics tool that makes strong promises but doesn't deliver actionable insights.

**Course Learning Outcomes:**

1. Students will define marketing analytics and how it can be used in a marketing context.
2. Students will analyze customer data analysis and how to apply the various steps needed to obtain insights from customer data analysis. These steps include defining research problems, collecting and managing customer data, conducting appropriate analyses, and interpreting analytic results for marketing insights.
3. Students will describe theories on customer analytics and how analytical and customer theories can be used to make appropriate analysis techniques to given research problems and types of customer data.
4. Students will develop critical thinking skills and the ability to critically evaluate business problems and to determine the most appropriate analytical techniques.
5. Students will apply strategic thinking and how to gain insight from the analysis of data and to recommend an appropriate course of action based on empirical evidence.

**Grading:**

**Grading Scale:** Final grades will be determined using the following grading scale.

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% to 100%</td>
<td>A</td>
</tr>
<tr>
<td>80% to 89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70% to 79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60% to 69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

**Points Available:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Chapter Exams (50 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Semester Project</td>
<td>200</td>
</tr>
<tr>
<td>1 Group Member Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>750</td>
</tr>
</tbody>
</table>

*The last day to withdraw from classes this semester and still receive a “W” is published in e-Services. If you are still enrolled in class past that date, you will receive a letter grade (A, A-, B+, etc.) An “incomplete” grade would be given only under circumstances specified in BSU Catalog: “I – Incomplete: To be given by prior arrangement between the student and the instructor or in the case of a verifiable emergency situation.” It is intended for use when, for reasons beyond the student’s control, the student has not completed specific course requirements, but has in other respects done passing work.*
**Time expectations:**

**In-class time**
For each *lecture* credit university policy states that students will spend 1 hour per week in class and for each *lab* credit university policy states that a student will spend 2 hours in class for 15 weeks.

**Outside of class time**
For each *lecture* credit university policy states that students will spend 2 hours per week outside of class and for each *lab* credit university policy states that a student will spend 1 hour per week outside of class for 15 weeks.

**Thus your expected total time commitment for this class is 9-12 hour per week.**

**Submission of Assignments:**
- All assignments are expected prior to the start of class, on the date due. Late assignments will not be accepted.
- All written work must be typed in 12 point Times New Roman font, double spaced with one inch margins.
- APA style is required. (6th edition)

**Groups:**
Group work is required for this course. It is expected that you work professionally and cooperatively amongst your group. If you do not contribute to your group project, your group may determine that you should not receive credit for the assignment. The group must inform the instructor of this decision via e-mail and copy the affected student. The student could earn a zero on the assignment. Late work is not accepted.

**Exams & Quizzes:**
All exams and quizzes must be taken at their scheduled times. It is the student’s responsibility to inform the instructor in the event of an emergency or illness. It is up to the instructor if a makeup exam or quiz will be allowed.

The quizzes will generally be 30 multiple choice, true- false, fill in the blank, or short essay questions. Quizzes will begin promptly at 10:00 AM and be picked up by 10:40 AM.

Exams and quizzes in this course are **closed** book, **closed** notes, clear desk, and are time limited.

**Attendance and Participation:**
Consistent attendance is an integral part of your success in this class. It is expected that you are punctual, alert, and actively participate in classroom discussion and activities. Cellphone usage during class is NOT permitted. If you must take a call, do not disrupt our class, instead, walk outside and take the call and once you finish your call, return to class. It will be your responsibility to get any missed notes from the lecture from your classmates.

**Communication:**
All communication should be conducted in a professional manner. This includes written and verbal communication with faculty and peers.

I prefer for students to use my professional name Dr. Warren or Professor Warren.
E-mail: Always use your BSU email. When sending an email always put the course number in the subject line. (Marketing Analytics)

It is important that you begin to think of yourself as a professional and conduct yourself as such. This is important in all aspects of communication but especially email as this mode is used frequently. It is important to realize that communication to a professor/supervisor/employer is required to be more formal than a text or email to a friend. Please refer to these guidelines:

- Treat email with all university faculty and staff as a business correspondence.
- Use your BSU email account. Throughout the semester, I will email the class and only use this address (FYI - BSU email is secure, most personal email accounts are not).
- Include information on the subject line that is indicative of the content of the correspondence. “Stuff” is not appropriate; “Question about group project due this week” is effective.

Use the Professor/Instructor/Staff’s formal title in your salutation. “Hey Dude”, “Hi Gabe”, and “Sup?” are not appropriate. “Hi Dr. Warren” is sufficient.

Academic Integrity:
BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary action. Possible disciplinary actions may include failure for part or an entire course as well as suspension from the University. It is suggested that students review BSU’s statement on academic integrity found within the Student Code of Conduct.

Students with Special Needs:
If a student would like to request accommodations or other services, please contact the instructor as soon as possible. It is also possible to forward your request to Accessibility Services at Decker Hall 202. Phone: (218) 755-3883 or e-mail address: accessibility@bemidji.edu. This information is also available through Minnesota Relay Services at (800) 627-3529.

Mental Health and Counseling:
Students may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns and can include stress relief services. They can be reached in Cedar Hall, First Floor. Phone: (218) 755-2053.

*Course Content/Course Activities: Subject to Change*

<table>
<thead>
<tr>
<th>Tentative List of Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class period</td>
</tr>
<tr>
<td><strong>Module 1</strong></td>
</tr>
<tr>
<td><strong>Weeks 1 &amp; 2</strong></td>
</tr>
<tr>
<td><strong>Module 2</strong></td>
</tr>
</tbody>
</table>
| Weeks 3 & 4 | Consumer Choice Models  
| Exam 1 |  |
| Module 3  
Weeks 5 & 6 | Customer Lifetime Value  |
| Module 4  
Weeks 7 & 8 | New Product Decision  
| Exam 2  
Study for Midterm Exam |  |
| Module 5  
Weeks 9 & 10 | Midterm Exam  
Pricing Analytics and Optimization  |
| Module 6  
Weeks 11 & 12 | Advertising Targeting  
Sales Promotions  
| Exam 3 |  |
| Module 7  
Weeks 13 & 14 | Social Media and New Platforms  
Mobile Experience and Outreach  
| Exam 4 |  |
| Module 8  
Weeks 15 & 16 | Data Mining and Predictive Analytics  
The Future of Analytics  
Marketing Analytics  
Project Team Presentations  
Complete Group Evaluation  
| Final Exam |  |
| Finals | [by university policy, we must administer finals during the university-scheduled finals day/time. You can find the finals schedule for Fall 2020 by searching “Final Exam Schedule” at www.bemidjistate.edu] |  |
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: B.S. Marketing Communication

List all proposed change(s):

Add the following courses:

- MASC 2243-Video Editing (3 credits)
- BAUD 2280-Computer Business Apps (3 credits)
- BAUD 3500-Marketing Analytics (3 credits)

Remove the following courses:

- MASC 2600-Advertising (3 credits)

Modify the following courses:

- Change MASC 2690-Public Relations to MASC 3260- Public Relations and add the pre-requisites MASC 2850 and BAUD 3361
- Change MASC 3470-Multimedia Marketing to MASC 4220-Multimedia Marketing and add the pre-requisites BAUD 3361 and senior status
- Change MASC 4970-Internship from 3 credits to 1-12 credits

Reason(s) for the change(s):

The changes we are making are changes that were both recommended to us from an Advisory Board meeting we had on October 19, 2018 and from our systematic perusal of job postings and the skills being called for in our field. More specific information in regards to each course is listed below.

- MASC 2243-Video Editing—Video skills are in demand in marketing communication positions. By adding this course, it both gives students skills in editing in Adobe Premiere Pro and in video storytelling, and serves as a pre-requisite to MASC 4220-Multimedia Marketing, allowing this course to develop video storytelling skills at a higher level than it currently does.

- BAUD 2280-Computer Business Apps—The addition of this class will give students needed skills in Microsoft Office, Access and Excel; all software that are used regularly in our field.
BAUD 3500-Marketing Analytics—We have needed a course in marketing analytics for some time. The way marketing is done on the web and through social media requires students to have skills in this area.

MASC 2600-Advertising—It was determined that there is redundancy between this course and BAUD 3467-Advertising Management, and was thus no longer needed.

MASC 2690-Public Relations—Moving this course to a 3XXX level course reflects the 3XXX level work already being done in this class where students work with an individual client and create public relations plans. The addition of the two pre-requisites will give students the needed skills to do the work in this course to a higher degree, and the instructor had made changes to the course in anticipation of this.

MASC 3470-Multimedia Marketing-Our Advisory Board advised us to make this class a capstone course and train students more rigorously in video, writing and photography. As such, the instructor re-designed the course this past summer and made changes that move it from a 3XXX level to a 4XXX level course. Students work with individual clients to create a multimedia marketing plan and create multimedia content for that client. The addition of the two pre-requisites allowed the instructor to drop that level of content from the existing course, and replace it with higher level skills assignments.

MASC 4970-Internship—The marketing communication committee felt there should be consistency between the two departments in the number of credits an internship could be. While students can only receive three internship credits for this particular degree, they may take more internship credits if they have room in their schedules. The Business Department wanted to maintain their current offering of 1-12 credits, so the Integrated Media Department changed their Internship from 1-12 instead of the current 3 credits.

Note: In order to avoid hidden prerequisites, if a course is being dropped from this program (but not from the entire curriculum), please check for which remaining courses may include this dropped course as a prerequisite. Course prerequisites may be found in the online catalog (http://www.bemidjistate.edu/academics/catalog/). Remedies for hidden prerequisites may be found under Curriculum Forms at (http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/).

Note: If a course from another department/program was either added to or dropped from this program, please notify the chair/Coordinator of that course's department/program and indicate the following:
The course’s home department/program was notified of the addition or dropping of their course(s) on ________ (date) by __________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Note: If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

Alert: Attach a copy of the current program showing the marked changes.
   Please copy the current program from the online catalog (http://www.bemidjistate.edu/academics/catalog/) and paste it into Word.
   Then use either the Track Changes feature under Tools, or the underline and strikethrough Font feature under Format. (Please note that the Track Changes feature may be easily switched on and off by holding down the Ctrl+Shift+E keys.)
Marketing Communication, B.S. major

Required Credits: 54-60
Required GPA: 2.25

I REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BAUD 2280 Computer Business Apps (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BAUD 3500 Marketing Analytics (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2243 Video Editing (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 2850 Media Writing I (3 credits)
- MASC 3260 Public Relations (3 credits)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 4220 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits:

- MASC 4970 Internship (3 credits) (1-12 credits)
- BUAD 4970 Internship (1-12 credits)

SUGGESTED SEMESTER SCHEDULE FOR MARKETING COMMUNICATION, B.S. MAJOR

The following is a list of required Marketing Communication, B.S. major courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- Liberal Education Requirements
Sophomore

- BAUD 2280 Computer Business Apps (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- MASC 2243 Video Editing (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 2850 Media Writing I (3 credits)
- Liberal Education Requirements

Junior

- BUAD 3467 Advertising Management (3 credits)
- BAUD 3500 Marketing Analytics (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- MASC 3260 Public Relations (3 credits)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC Internship (1-12 credits) taken for 3 credits
- or BUAD 4970 Internship (1-12 credits) taken for 3 credits
- Liberal Education Requirements

Senior

- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 4220 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credits)
- MASC 4970 Internship (1-12 credits)
  or BUAD 4970 Internship (1-12 credits) taken for 3 credits
- Liberal Education Requirements
BSU Curriculum Forms

Form 8
Updated: 09.18.15

Signatures

_ Dr. Valica Boudry / Professor / 10.18.2019 ________________________________
Proposer / Title / Date

_ Dr. Valica Boudry / Integrated Media / 10.18.2019 ________________________________

_ Young Seob Son / Business Administration / 10.18.2019 ________________________________
Chair or Director / Department or Program / Date
Note: "All departmental recommendations [on curriculum] must be reviewed and approved by the department's faculty."--IFO/MnSCU Master Agreement 2009-2011, 20.A.3 (p. 80).

At this point, packet goes to Records Office/Curriculum Coordinator to be logged in to the Curriculum Proposal Progress Grid.

_ Marilyn Yoder / Business, Mathematics and Sciences / 10.25.2019 ________________
Dean / College / Date

Note: If proposal is sent back to the Proposer, please notify the Curriculum Coordinator. If approved, packet goes to Academic Affairs Office.