

**BACCALAUREATE COUNCIL**  
**Eighth Meeting/2020-21 Academic Year**  
**April 08, 2021**

SECTION A – Recorded for inclusion in the 2021-22 Undergraduate Catalog p. 1 of 2

## **COLLEGE OF BUSINESS**

### **DEPARTMENT OF MARKETING**

Other catalog change **CBUSUG20.21.15.01** 2021-22 Undergraduate Catalog [LINK](#)

Digital Marketing (~~12~~) **(15)**

Certificate of Undergraduate Study

Coordinator: ~~Michael Nikolich, Department of Marketing~~

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Required Courses **(9)**

- MKTG 370 - Principles of Digital Marketing Credits: 3
- MKTG 443 - Marketing Research Credits: 3
- MKTG 470 - Interactive Marketing Technology Credits: 3

~~One~~ **Two** of the following (~~3~~) **(6)**

- MKTG 355 - Multichannel Direct Marketing Credits: 3
- MKTG 407 - Social and Mobile Marketing Credits: 3
- **MKTG 435 - Business-to-Business Selling Credits: 3**
- MKTG 448 - Integrated Marketing Communications Credits: 3
- MKTG 455 - Database Marketing and Data Mining Credits: 3

***Rationale:** Update of coordinator information as previous coordinator is no longer with the university. Adding sales to our program as an elective to enhance the certificate. During discussions with the Digital Marketing Advisory Board, along with several organizations that are hiring our undergraduates (Jumpfly and American Eagle), adding a sales class, particularly B2B selling, will enhance our marketability for the students for future employment. Organizations are seeking individuals with the ability to have conversations with clients.*

## **COLLEGE OF HEALTH AND HUMAN SCIENCES**

### **SCHOOL OF INTERDISCIPLINARY HEALTH PROFESSIONS**

Other Catalog Change **CHHS20.21.16.01** [LINK](#) 2021-2022 Undergraduate Catalog

**Accelerated B.S. in Rehabilitation and Disability Services/M.S. in Rehabilitation Counseling Program**

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**Curriculum**

Students must complete all the requirements for the B.S. in Rehabilitation and Disability Services (besides the 24 hours of advised course work) and the general

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**SECTION A – Recorded for inclusion in the 2021-22 Undergraduate Catalog** p. 2 of 2

education requirements before admission. Beginning with the first semester of their final undergraduate year, students will start taking classes in the M.S. and Rehabilitation Counseling program. These courses may count toward the final 128 credits of the undergraduate degree. Upon receiving their undergraduate degree, students will work with an advisor to establish a timeline for completion of the M.S. in Rehabilitation Counseling.

**RATIONALE:**

The Council for Accreditation of Counseling and Related Educational Programs (CACREP) noted that allowing students to complete 18 credits of the graduate degree program prior to their undergraduate degree being awarded equals 32% of the graduate program's required credit hours. CACREP considers it problematic that undergraduate students would complete more than 25% of the master's curriculum prior to receiving their undergraduate degree. Therefore, the reduction to 12 credits counting toward the undergraduate degree represents 21% of the master's curriculum.

**SCHOOL OF FAMILY AND CONSUMER SCIENCES**

Course Revision **CHHS20.21.16.02** [LINK](#) 2021-2022 Undergraduate Catalog

FSMD 272. Merchandising Promotion (3) Study of merchandising promotion as it relates to the apparel and fashion industry, implementation of design principles in executing both physical and digital merchandise displays, and promotional materials using industry software. PRQ: **FSMD 152 with a grade of C or better, FSMD 258 with a grade of C or better, ART 102 or ARTH 282, or consent of school.**