SECTION A – **For inclusion in the 2023-24 Undergraduate Catalog**   p. 1 of 4

COLLEGE OF BUSINESS

DEPARTMENT OF MARKETING

New course   CBUS21.22.14.01 2022-2023 Online Undergraduate Catalog LINK

CIP Code: 52.14   Course Component: Lecture

MKTG 462 - Artificial Intelligence Applications in Marketing
Introduction to core AI concepts including deep learning, natural language processing, deepfake, and social robots (e.g., voice assistant) with the real-world cases of using AI in marketing. Exploration of the pros and cons of using AI in solving challenges within the marketing mix.

Prerequisites & Notes
CRQ: MKTG 443.

Credits: 3

Rationale: Employers' demand for graduates who have skills in handling AI technologies specifically for digital marketing is exponentially growing. AI technologies have proven to be a huge success factor (e.g., dramatic reduction in marketing costs and an increase in efficiencies) in marketing. Current students have not had opportunities to prepare themselves to strategically use AI technologies to solve real-world marketing problems. This course will prepare our students by complementing our existing Digital Marketing Certificate to ensure students are at the cutting edge of marketing education.

This course will not cover any programming aspects beyond using code-free online software such as Clarifai ™, Google Dialogflow™, etc.

Note on duplication: The Departments of Electrical Engineering and Computer Science were contacted and replied the course does not significantly duplicate a course currently offered by their departments. A Verification of Non-Duplication of Course Content form from Electrical Engineering and an email from Computer Science are included within this attachment.

Other catalog change CBUS21.22.14.02 2022-2023 Online Undergraduate Catalog LINK

Marketing (B.S.)
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Requirements in Department (25)

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Electives in marketing, which could include UBUS 485, or one of the following areas of study (9)
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Digital Marketing (9)
- MKTG 470 - Interactive Marketing Technology Credits: 3
  And two of the following (6)
    - MKTG 448 - Integrated Marketing Communications Credits: 3
    - MKTG 355 - Multichannel Direct Marketing Credits: 3
    - MKTG 407 - Social and Mobile Marketing Credits: 3
    - MKTG 455 - Database Marketing and Data Mining Credits: 3
    - MKTG 462 - Artificial intelligence Applications in Marketing Credits: 3
International Marketing (9)
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Rationale: *This is a new course that aligns within our digital marketing area of study.*

Other catalog change   **CBUS21.22.14.03**   2022-2023 Online Undergraduate Catalog LINK

Minor in Marketing (24-25)
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Requirements (15)
- MKTG 295 - Principles of Marketing Credits: 3
- MKTG 350 - Principles of Selling Credits: 3
- MKTG 370 - Principles of Digital Marketing Credits: 3
  Two of the following (6)
    - MKTG 325 - Buyer Behavior Credits: 3
    - ↓
    - MKTG 455 - Database Marketing and Data Mining Credits: 3
    - MKTG 462 - Artificial Intelligence Applications in Marketing Credits: 3
    - MKTG 464 - Product Planning and Development Credits: 3
    - MKTG 467 - Global Marketing Management Credits: 3
    - MKTG 490 - Current Topics in Marketing Credits: 3

Rationale: *This course would be a great elective course for Marketing minor students as it would expose them to a burgeoning area in marketing.*

Other catalog change   **CBUS21.22.14.04**   2022-2023 Online Undergraduate Catalog LINK

Digital Marketing (15)

Certificate of Undergraduate Study
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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

Two of the following (6)
- MKTG 355 - Multichannel Direct Marketing Credits: 3
- ↓
- MKTG 455 - Database Marketing and Data Mining Credits: 3
- MKTG 462 - Artificial Intelligence Applications in Marketing Credits: 3

Rationale: Employers' demand for graduates who have skills in handling AI technologies specifically for digital marketing is exponentially growing. AI technologies have proven to be a huge success factor (e.g., dramatic reduction in marketing costs and an increase in efficiencies) in marketing. Current students have not had opportunities to prepare themselves to strategically use AI technologies to solve real-world marketing problems. This course will prepare our students by complementing our existing Digital Marketing Certificate to ensure students are at the cutting edge of marketing education.

DEPARTMENT OF MANAGEMENT

Other catalog change - New Certificate of Undergraduate Study   CBUS21.22.15.01
2022-2023 Online Undergraduate Catalog

Leading Individuals and Teams (9)
Certificate of Undergraduate Study
This certificate is designed for non-leadership emphasis business majors to study intermediate-level leadership topics. Building on the basic leadership concepts introduced in MGMT 335, this certificate will provide students with an in-depth coverage of the factors that influence leadership effectiveness. This certificate is designed to assist non-leadership majors in the development of their leadership skills that will enhance their ability to motivate, lead, and manage a diverse population of employees.

Admission to the certificate program is competitive based on GPA and is consistent with the limited admission standards for the management major. To earn the certificate, students must have a grade of C or above for each required course. All certificate courses must be completed within four academic years. Only courses taken at NIU may be applied toward the certificate.

Interested students should apply no later than the beginning of the second semester of their junior year. Applications are available in the Department of Management.

Requirements
MGMT 440 - Leading Teams Credits: 3
MGMT 447 - Leadership Credits: 3
One of the following (3)
- MGMT 417 - Leading and Managing Change Credits: 3
- MGMT 457 - Managerial Negotiations Credits: 3

Rationale: The new leadership certificate will help College of Business students who are interested in further developing their skill in leading and motivating individuals and teams, a skill that is consistently indicated by recruiters to separate great candidates, from lesser candidates. In addition, a survey conducted in March 2022 demonstrates that there is a great interest among College of Business students in taking this certificate. Specifically, across all majors in the College of Business, 70.1% of those students who completed the survey said they would be interested in completing this leadership certificate.