

Received by the Graduate Council--November 8, 2018

GRADUATE COUNCIL CURRICULUM COMMITTEE (GCCC)
First Meeting/2018-19 Academic Year
October 8, 2018

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COLLEGE OF BUSINESS

BOT/ Other catalog change: Page 57, 2017-18 Graduate Catalog
IBHE

Graduate Study in Business

The College of Business offers the Master of Business Administration (M.B.A.), the Master of Accountancy (MAC), the Master of Accounting Science (M.AS.) with an area of study, the Master of Science in Taxation (M.S.T.), the Master of Science (M.S.) in financial risk management, **the Master of Science (M.S.) in digital marketing,** and the Master of Science (M.S.) in management information systems. These programs are accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

BOT 2/15/18, IBHE 6/5/18, GCCC Sec. B 11/13/17

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IBHE

Graduate Study in Business

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BOT 6/14/18; IBHE 8/2/18; GCCC 2/12/18 Sec. B

Department of Marketing

All University Section

The Graduate School

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IBHE

Graduate Programs

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Department of Marketing

Master of Science (M.S.)

Digital Marketing (M.S.)

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Department of Operations Management and Information Systems

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BOT 2/15/18, IBHE 6/5/18, GCCC Sec. B 11/13/17

Department Section

BOT/ Other catalog change: Page 72, 2017-18 Graduate Catalog
IBHE

Department of Marketing (MKTG)

Chair: Geoffrey L. Gordon

Graduate Faculty

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Ursula Sullivan, associate professor, Ph.D., Northwestern University

Master of Science in Digital Marketing

The M.S. in digital marketing program provides advanced study in marketing and digital marketing to prepare students for the challenges of working in the digital marketing field. The program's online format and professional orientation provide an opportunity for a large population of potential graduate students who cannot commit to either a full-time or location-based program to obtain the advanced degree. The program is designed to meet both the needs of full-time students and working professionals who desire to earn the degree while continuing to work full time. Graduates of the program will possess a set of marketable skills along with the business acumen needed to identify, engage, and continue meaningful relationships with both business customers and consumers.

The program provides opportunities to develop knowledge related to marketing and digital marketing concepts. The program also focuses on the development of communication, research, and technology skills and an understanding of ethical issues and expectations of the business community for professional conduct.

Master of Science in Digital Marketing Learning Goals

Graduates from the NIU Department of Marketing's Master of Science in digital marketing program will fulfill the following learning goals:

Learning Goal 1: Demonstrate Appropriate Knowledge of the Impact of Digital Technologies on Marketing Strategies

Learning Goal 2: Demonstrate Problem Solving and Critical Thinking Skills

Learning Goal 3: Demonstrate Communication and Presentation Skills

Learning Goal 4: Demonstrate Marketing Metrics Skills

Learning Goal 5: Demonstrate Global Business Environment Knowledge

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Learning Goal 6: Demonstrate Ethical Business Practice Awareness

Admission

Admission to the Master of Science in digital marketing program is competitive. At a minimum, applicants must meet the admission requirements of the NIU Graduate School and demonstrate that they possess the following minimum qualifications:

For applicants with a baccalaureate or higher degree from an accredited U.S. college or university:

- Strong record of academic achievement demonstrated by cumulative GPA.
Note: The GMAT is not required but may be submitted to supplement the academic record if GPA does not fully demonstrate academic ability.
- Positive recommendations, preferably from an academic source.

For International applicants without a baccalaureate or higher degree from an accredited U.S. college or university:

- Strong record of academic potential demonstrated by GMAT score.
- Command of both oral and written English--those for whom English is not their first language must submit a minimum TOEFL (IBT) score of 80 or IELTS score of 6.5. *Possession of a baccalaureate or higher degree from an accredited institution may serve in lieu of the TOEFL score.*
- Positive recommendations, preferably from an academic source.

Degree Requirements (30-39)

The Master of Science in digital marketing consists of two phases. Phase One is designed to address deficiencies in undergraduate course work considered to be prerequisite for the Phase Two (30-31 semester hours) graduate course work. Students with significant undergraduate course work in business may be waived from some, or all, of the Phase One requirements.

Phase Two consists of 12 courses, five courses are required from Marketing Foundation (15 semester hours) and six courses are required from Digital Marketing Foundation (12-13 semester hours). Students must either complete a capstone project or a capstone thesis (3 semester hours).

Phase One (8):

MKTG 505 - Graduate Survey of Marketing (2)

OMIS 507 - Business Information Systems (2)

OMIS 524 - Business Statistics (2)

One of the following:

ACCY 505 - Financial Accounting Concepts (2)

MGMT 505 - Principles of Management (2)

OMIS 505 - Principles of Operations Management (2)

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Phase Two (30-31):

Marketing Strategy Foundation (15)

Required courses (9):

MKTG 603 - Marketing Research and Analysis (3)

MKTG 654 - Marketing Management (3)

MKTG 670 - Digital Marketing Strategy (3)

Two of the following (6):

MKTG 626 - Brand Management (3)

MKTG 630 - Services Marketing (3)

MKTG 640 - Digital Selling Strategy (3)

MKTG 656 - Global Marketing Strategy (3)

MKTG 664 - New Product and Service Innovation (3)

Digital Marketing Foundation (12-13)

Six of the following (12-13):

MGMT 627 - Entrepreneurial Creativity and Innovation (3)

MKTG 671 - Digital Marketing and Search Engine Optimization (2)

MKTG 672 - Mobile Marketing (2)

MKTG 673 - Social Media Marketing and Advertising (2)

MKTG 674 - Digital Marketing Campaign Measurement (2)

MKTG 675 - Content Marketing (2)

MKTG 677 - Building and Managing Responsive Websites (2)

MKTG 678 - Marketing Data Visualization (2)

MKTG 679 - Database Marketing (2)

MKTG 680 - Digital Marketing Metrics (2)

MKTG 682 - Online Reputation Management (2)

Capstone (3)

MKTG 684 - Capstone Applications in Digital Marketing (3)

OR MKTG 686 - Capstone Digital Marketing Project (3)

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Department of Operations Management and Information Systems

All University Section

The Graduate School

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Graduate Programs



Department of Operations Management and Information Systems

Master of Science (M.S.)

Data Analytics

~~Master of Science (M.S.)~~

Management Information Systems



BOT 6/14/18; IBHE 8/2/18; GCCC 2/12/18 Sec. B

Department Section

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IBHE

Master of Science in Data Analytics

The M.S. program in data analytics provides students the advanced knowledge and skills to analyze organizational data. The use of analytics is accelerating due to technological advancements, exponential growth in data, and increasingly sophisticated application by organizations. Analytics is embedded in all industries, business functions, and employee workflows. The program prepares students for data-driven leadership and problem solving. Graduates of the M.S. in data analytics will be data-driven thinkers to approach business decision-making more rigorously and confidently, while effectively communicating data findings, interpreting complex data, and guiding their organizations in making more informed and actionable strategic decisions.

The program is in an online format for a large population of potential graduate students who cannot commit to either a full-time or location-based program to obtain the advanced degree. The program consists of two phases. Phase One (6 semester hours) is designed to address deficiencies in undergraduate course work considered to be prerequisite for the Phase Two (30 semester hours) graduate course work. Students with significant undergraduate course work in business may be waived from some, or all, of the Phase One requirements. Exemption exams are also available to waive Phase One requirements. There is no charge for the exam, however, a student may only attempt each exam once. Phase Two consists of 10 courses to ensure an in-depth study in data analytics.

Learning Outcomes

Master of Science in Data Analytics Learning Goals and Objectives

Graduates from the NIU Department of Operations Management and Information Systems' Master of

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Science in data analytics program will fulfill the following learning outcomes.

Learning Outcome 1: Demonstrate Data-Driven Problem Solving and Decision Making Skills

- 1.1 Demonstrate how analyzing data can improve decisions throughout an organization's value chain.
- 1.2 Research and evaluate emerging technologies and data analytics trends in order to develop innovative data-driven organizational strategies and solutions.

Learning Outcome 2: Demonstrate the Ability to Access, Collect, Integrate, and Analyze Data in Order to Solve Business Problems

- 2.1 Differentiate different forms of analytics and the methods used in each.
- 2.2 Prepare data for statistical analysis.
- 2.3 Use analytical tools and software widely used in practice.
- 2.4 Perform basic exploratory and descriptive analysis, as well as predictive and prescriptive analyses.
- 2.5 Explain complex analytical models.

Learning Outcome 3: Demonstrate Business Communication and Presentation Skills

- 3.1 Effectively present results using data visualization tools.
- 3.2 Communicate and present complex analytics results to business clients, using practical and simple business terms that can be understood by general non-technical audiences.

Learning Outcome 4: Demonstrate Project Management and Critical Thinking Skills

- 4.1 Manage a data analytics project to interpret complex data and to guide their organizations in making more informed and actionable decisions.
- 4.2 Analyze critical factors leading to the identification of a business problem or opportunity. This may also lead to smarter business moves, more efficient operations, higher profits, and happier customers.

Admission

Admission to the Master of Science in data analytics program is competitive. At minimum, applicants must meet the admission requirements of the NIU Graduate School and demonstrate that they possess the following minimum qualifications:

For applicants with a baccalaureate or higher degree from an accredited U.S. college or university:

- Strong record of academic achievement demonstrated by cumulative GPA.
- The GMAT/GRE is not required but may be submitted to supplement the academic record if GPA does not fully demonstrate academic ability.

For International applicants without a baccalaureate or higher degree from a U.S. college or university, GRE or GMAT is required for admission:

- Strong record of academic potential demonstrated by GMAT or GRE score.

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- Official IELTS (minimum 6.5 overall) or TOEFL (minimum 80) score received directly from the testing agency.

Phase One (6)

The Phase One foundations consist of three 2-semester-hour courses. Phase One foundation courses will be required in the student's program of study unless he or she has/they have earned a C or better in corresponding undergraduate courses or a B or better in equivalent graduate courses elsewhere, or has/have passed the first and only attempt of Phase One exemption examination. The department program adviser/adviser will determine which Phase One courses will be included in each student's program of courses. Credits earned in Phase One will not count toward the Phase Two requirements. Phase One consists of the following courses:

OMIS 505 - Principles of Operations Management (2)

OMIS 507 - Business Information Systems (2)

OMIS 524 - Business Statistics (2)

Phase Two (30)

Business & Communication (9)

OMIS 628 - Supply Chain Business Analytics (3)

OMIS 673 - Business Data Visualization (3)

OMIS 690 - Information Technology Project Management (3)

Statistics (3)

OMIS 645 - Applied Statistics for Business Analytics Using SAS (3)

Programming (3)

OMIS 649 - Business Computing Environment (3)

Big Data (15)

OMIS 652 - Business Applications of Database Management Systems (3)

OMIS 661 - Business Intelligence Applications and Tools (3)

OMIS 665 - Big Data Analytics for Business (3)

OMIS 681 - Advanced Predictive Data Analytics for Business (3)

OMIS 683 - Business Applications of Text Mining (3)

Total hours (30-36)

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COLLEGE OF HEALTH AND HUMAN SCIENCES

All University Section

The Graduate School

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IBHE

Graduate Programs



College of Health and Human Sciences

Master of Science (M.S.)

Health Sciences

BOT 2/15/18, IBHE 6/5/18, GCCC 11/13/17 Sec. B

BOT/ Other Catalog Change Page 190 2017-18 Graduate Catalog
IBHE

Master of Science in Health Sciences

This 30-~~semester~~-~~semester~~-hour program prepares students from a variety of health-related fields to become managers, educators, and leaders in health-related professions or to progress to doctoral studies. Students develop competencies in interdisciplinary communication skills, quality measurement of health services, culturally-aware leadership, and evidence-based analysis to function effectively in professional and academic environments. Courses include core content and a focused area to meet student learning goals developed in discussion with ~~advisor~~adviser. Core content includes foundational research methods, statistics, management, and systems- or theory-based courses. Requirements for electives can be fulfilled by courses to expand knowledge and skills such as the topics of evidence-based practice, cultural diversity, leadership, policy, and communication or a focused content area. Students can complete the program through online course work and additionally can participate in on-campus offerings, as desired.

The student learning outcomes for this degree are located at:
www.niu.edu/assessment/clearinghouse/outcomes/index.shtml.

The objectives of the interdisciplinary M.S. in Health Sciences program will be to support student abilities to:

Critically appraise research to evaluate the level of evidence supporting best practices,

Demonstrate preparedness for continued development of research and advocacy skills,

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Demonstrate the interdisciplinary communication skills necessary to function effectively in today's professional and academic environments

Apply in-depth knowledge of content areas to quality measurement of health and human services,

Become efficient in discerning, implementing, and evaluating new developments and advances in health sciences,

Evaluate legal and ethical considerations for professional practice,

Develop strategies for a diverse, culturally-aware work or learning environment,

Create a professional development plan for enhancing professional competency that includes a personal vision statement, philosophy, mission, and goals.]

Admissions

To be admitted to the M.S. in Health Sciences program students must be admitted to the Graduate School and must have obtained a baccalaureate or higher degree in a field of study related to Health Sciences, prior to the start of the NIU term for which the student is admitted. Required application materials include: a minimum of ~~2~~^{two} letters of recommendation, a statement of purpose to demonstrate communication skills and interest in the program, and an official GRE score. Scores on the GRE are waived for applicants who earned a bachelor's degree with a GPA of 3.25 or higher from an accredited institution. The program will assess preparedness and academic potential in the unique context of each student's personal experience and career goals. Admission assessment will consider all achievements, both academic and non-academic, to enroll students with a broad range of characteristics and perspectives. Prospective students may be admitted to begin in the fall or spring semesters.

Requirements

The M.S. in Health Sciences requires a minimum of 30 semester hours of graduate course work, determined jointly by the student and ~~advisor~~^{adviser}. The approved program of courses includes general requirements in health sciences and electives as follows.

Core Coursework (15)

HSCI 560¹ - Research Methods in Health and Human Sciences (3),
OR ETR 520 - Introduction to Research Methods in Education (3),
OR HDFS 604/~~NUTR 604X~~ - Research Methods (3),
~~OR NUTR-604X—Research Methods (3)~~
PHHE 605 - Biostatistics in Public Health (3),
OR ETR 521 - Educational Statistics I (3),
OR BIOS 670 - Biostatistical Analysis (3)

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PHHE 601 - Introduction to Health Systems in the United States (3),

OR HDFS 532 - Theories of Child Development (3),

OR HDFS 584 - Family Theories (3)

HSCI 600 - Seminar: Topics in Health Sciences (2)

HSCI 698 - ~~Master's~~ Comprehensive Examination (1)

Select one of the following (3)

AUD 612B - Professional Issues II: Practice Management (3)

HSCI 550¹ - Administration for Professionals in Health and Human Sciences (3)

MGMT 635 - Managing Individuals, Teams, and Organizations (3)

PHHE 624 - School Health Programs: Planning, Managing, and Evaluating (3)

PHHE 655 - Human Resource Management in the Health Care Setting (3)

GERO 568 - Leadership in Aging Services (3)

Three semester hours selected in consultation with the student's program ~~advisor~~ advisor (3)

Elective Course Work²

Three of the following including at least one 600-/700-level course (8-9)

AUD 612A - Professional Issues I: Foundations of Practice (2)

COMS 672 - Seminar in Organizational Development and Communication (3)

COMS 680 - Seminar in Conflict Management and Negotiation (3)

GERO 567 - Fieldwork in Gerontology (3)

HDFS 583¹ - Social Policy, Children and Families (3)

HDFS 588¹ - Working with Ethnically Diverse Children and Families in the United States (3)

HDFS 685 - Family Stress and Structural Diversity (3)

HSCI 640 - Communication for Health Professionals (3)

HSCI 567 - Internship in Health Sciences (3)

MGMT 505 - Principles of Management (2)

NURS 704 - Clinical Prevention ~~for Population Health~~ in Advanced Nursing (3)

PHHE 510¹ - Coping with Death, Dying, and Loss (3)

PHHE 535¹ - Ethical Decision Making for Health Professionals (3)

PHHE 613 - Principles and Methods of Epidemiology (3)

UHHS 630 - Interdisciplinary Perspectives on Quality and Customer Satisfaction ~~on~~ in Healthcare Settings (3)

Additional course work selected in consultation with the student's program ~~advisor~~ advisor (6-7)

Footnotes:

¹ Students with prior credit in the 400-level option for this course should select an alternative

² Course work related to a content area or to complete a Certificate of Graduate Study in the major college may apply with approval of the program ~~advisor~~ advisor.

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Comprehensive Examination

The comprehensive examination requirement is fulfilled by successfully completing and presenting a portfolio of student work that demonstrates competency in the core course work of the program and includes a professional development plan. Students must have completed 21 ~~credit semester~~ hours toward the M.S. degree in order to participate in the portfolio process.

Limitation of Time

The student must fulfill all requirements for a degree within the six consecutive years immediately preceding the date of graduation for all graduate course work used to satisfy degree requirements consistent with Graduate Degree requirements.

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