

THE UNIVERSITY OF ALABAMA

Resolution

Granting Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) an Extension of an Existing Program Application for a Concentration in Digital and Social Media Marketing in the Master of Science in Marketing (MSM) Degree (CIP Code 52.1401) in the Manderson Graduate School of Business at the Culverhouse College of Commerce

WHEREAS, the United States Bureau of Labor Statistics and the Association to Advance Collegiate Schools of Business (AACSB) have both documented continued and consistent growth in the need for individuals with advanced digital and social media marketing expertise; and

WHEREAS, for several years, the Manderson Graduate School of Business of the Culverhouse College of Commerce at The University of Alabama has offered graduate coursework focusing on Digital and Social Media Marketing in its Master of Marketing degree; and

WHEREAS, the concentration will provide a path for Master of Science in Marketing students interested in pursuing careers in digital and social media marketing; and

WHEREAS, a concentration in digital and social media for graduate level marketing from an AACSB-accredited institution is currently not available at any state institution; and

WHEREAS, this concentration builds on the widely recognized skill and expertise of the current faculty and on current course offerings;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of The University of Alabama that it grants initial approval of and permission to submit to the Alabama Commission on Higher Education (ACHE) an Extension of an Existing Program Application for a Concentration in Digital and Social Media Marketing in the Existing Master of Science in Marketing Degree (CIP Code 52.1401) in the Manderson Graduate School of Business of the Culverhouse College of Commerce at The University of Alabama.

March 6, 2017

Chancellor C. Ray Hayes
The University of Alabama System
500 University Boulevard East
Tuscaloosa, Alabama 35401

Dear Chancellor Hayes:

I am pleased to endorse the recommendation from Provost Kevin Whitaker, and Deans Susan Carvalho and Kay Palan for the addition of a Digital and Social Media Marketing concentration in the Master of Science in Marketing (CIP Code 52.1401). There is a growing demand for individuals with advanced digital and social media marketing expertise. This concentration, the only one at any state institution, will provide a path for students in the MSM to receive recognition for coursework in digital and social media marketing.

If you approve of this concentration, I would appreciate you forwarding this request to the Board of Trustees for their consideration.

Sincerely,



Stuart R. Bell
President

Enclosure

c: Executive Vice President and Provost Kevin Whitaker
Dean Susan Carvalho
Dean Kay Palan



**ALABAMA COMMISSION ON HIGHER EDUCATION
INSTRUCTION**

**Proposal Form for the Addition of an Option, Track, Specialization,
Concentration, etc., to an Existing Program**

1. Institution: The University of Alabama

2. CIP Code, Program Title, and Degree Nomenclature of the existing program [see instructions below]:

CIP Code: 52.1401
 Program: Marketing
 Degree Nomenclature: M.S.

3. Name of the proposed extension:

 Digital and Social Media Marketing Concentration

4. Fill in the table provided with the following information:

Semester Hours in the General Education Curriculum (Certificate, Associate, and Baccalaureate Programs Only)	NA
Semester Hours in the Program Core	21
Semester Hours in the Option, Concentration, etc.	9
Total Semester Hours in the Program with the Proposed Extension/Alteration	30

5. List the courses in the program core with the number of semester hours for each:

MKT 530 Advanced Marketing Analysis	3 credit hours
IBA 555 Global Market Management	3 credit hours
MKT 595 Capstone Project in Marketing A	3 credit hours
MKT 596 Capstone Project in Marketing B	3 credit hours

Three optional marketing courses from the following:

MKT 531 Services Marketing	3 credit hours
MKT 510 Product Development	3 credit hours
MKT 522 Supply Chain Management	3 credit hours
MKT 518 Marketing Management and Decision Making	3 credit hours
MKT 537 Personal Selling	3 credit hours
MKT 540 Digital and Social Media Marketing	3 credit hours
MKT 542 Digital and Social Media Marketing Analytics	3 credit hours
MKT 543 Advanced Digital and Social Media Marketing	3 credit hours
MKT 591 Independent Study	3 credit hours
MKT 592 Internship	3 credit hours

Other Marketing Courses will be considered on an individual basis (600 – level, 400 – level for graduate credit).

6. List the courses in the proposed option, concentration, specialization, or track, etc., with the credit hours for each:

Required:

MKT 540 Digital and Social Media Marketing	3 credit hours
MKT 542 Digital and Social Media Marketing Analytics	3 credit hours
MKT 543 Advanced Digital and Social Media Marketing	3 credit hours

7. What is the scope or effect of the proposed extension?

- a. How many of the major courses to be offered by the proposed extension are offered in the existing program?

MKT 540, MKT 542, and MKT 543 are currently available as optional courses, but not as required courses.

- b. How will the proposed extension impact other public institutions?

A concentration in digital and social media for graduate level marketing from an Association to Advance Collegiate Schools of Business-accredited institution is currently not available at any state institution, so the extension should have a minimal impact on other public institutions.

- c. Will the proposed extension move the program listing to a new two-digit CIP category in the Commission's academic program inventory?

No

8. What is the impact of the proposed change on the existing program or unit?

- a. What will be the budgetary impact of the proposed extension?

None

- b. What changes in faculty and staff will be required to implement the proposed extension/alteration?

None

9. If the extension will require additional resources, please provide a list of sources of funds available for the extension.

N/A

10. Please state the rationale for the extension/alteration.

The U.S. Bureau of Labor Statistics predicts that job demand for employees with digital and social media marketing skills will grow between 9% to 27% by 2024. The Association to Advance Collegiate Schools of Business (AACSB) has also reported a consistent growth and need for social media marketing education. While analytical and data outputs continue to grow for marketing research, digital and social media marketing roles continue to be sought after by major employers. Companies and organizations, product manufacturers, and service providers are seeking marketers with a specific digital and social media marketing skill set.

Over the last decade, social media has transformed the way that business leaders approach marketing. The plethora of digital platforms available today, coupled with the massive number of online users, gives marketers an increased opportunity to interact with consumers in a more direct and cost-efficient manner. Students raised in this new digital era are also highly attuned to the market's demand for employees with this skill set. Students at The University of Alabama's Masters of Science in Marketing (MSM) program consistently request classes that emphasize the use of digital social media marketing strategy and tools.

The addition of a new clinical faculty member three years ago allowed the MSM program to tailor new coursework in digital and social media marketing, which enables students to graduate with a multitude of additional resume-building qualifications, including more than four professionally recognized certifications, real-world project experience, and participation in the international Google Online Marketing Challenge for Higher Education.

The University of Alabama's MSM students and graduates have been hired at IBM, Apple, Black & Decker, Walmart Corporate, Home Depot Corporate, and more due in part to their completion of digital and social media marketing coursework. Already MSM students have placed in the top 10% of over 1,500 teams in the international Google Online Marketing Challenge. Given that no other concentration of this type exists in a graduate level program at an AACSB-accredited institution in the State of Alabama, if granted, this can be the first of its kind in the state and one of the first of its kind throughout the United States. At the time of this proposal, graduate level digital and social media marketing concentrations have been developed at New York University, Northwestern University, and the University of Texas at Austin. There is a clear marker of growth and demand by students, higher education institutions, and industries alike. Creating the Digital and Social Media Marketing Concentration for The University of Alabama MSM program will place The University of Alabama at the forefront of graduate education and business education nationwide.

The MSM program anticipates at least 20 to 30 students per year will enroll in this concentration when available and this will cause no budgetary, faculty, or additional resource requirements. Implementing the Digital and Social Media Marketing Concentration will allow the MSM program to continue to attract top student talent, while further elevating the reputation of the Manderson Graduate School of Business of the Culverhouse College of Commerce at The University of Alabama as a whole.


Signature of Institution's Authorized Representative

3/6/17
Date

EXECUTIVE VICE PRESIDENT & PROVOST
Title

THE UNIVERSITY OF ALABAMA
Institution