

THE UNIVERSITY OF ALABAMA

Information Item

Establishment of a Post-Baccalaureate Certificate in Digital/Social Media Marketing (CIP Code 52.1401)

The Culverhouse College of Business at The University of Alabama currently offers coursework in digital and social media marketing. The Post-Baccalaureate Certificate in Digital/Social Media Marketing will allow students who have already earned a bachelor's degree to gain experience and qualifications in understanding digital marketing and associated strategy and analysis. Specifically, the Post-Baccalaureate certificate introduces students to tools, techniques, and methods that aid digital marketing professionals in properly developing strategy and analyzing markets to support effective decision making in any organization. Completion of four courses (12 semester credit hours) will be required for this certificate, which is available to degree-seeking and non-degree seeking graduate students.

December 11, 2023

Chancellor Finis E. St. John IV
The University of Alabama System
500 University Boulevard East
Tuscaloosa, Alabama 35401

Dear Chancellor St. John:

I am pleased to endorse the recommendation from Executive Vice President and Provost James Dalton and Deans Kay Palan, Culverhouse College of Business, and Susan Carvalho, Graduate School, for approval of the Graduate Certificate in Digital/Social Media Marketing in the Department of Marketing. This 12-credit hour Certificate introduces students to tools, techniques, and methods that aid digital marketing professionals in properly developing strategy and analyzing markets to support effective decision making in any organization.

If you approve of this graduate certificate, I would appreciate you forwarding this request to the Board of Trustees for their approval.

Sincerely,



Stuart R. Bell
President

Enclosures

c: Executive Vice President and Provost James T. Dalton
Dean Kay Palan
Dean Susan Carvalho



December 11, 2023

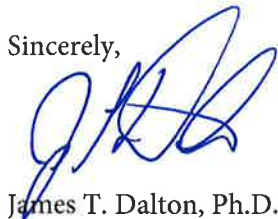
President Stuart R. Bell
The University of Alabama
203 Rose Administration Building
Tuscaloosa, Alabama 35487

Dear President Bell:

I join Dean Kay Palan, Culverhouse College of Business, and Dean Susan Carvalho, Graduate School, in recommending for your approval the Graduate Certificate in Digital/Social Media Marketing in the Department of Marketing. This 12-credit hour Certificate introduces students to tools, techniques, and methods that aid digital marketing professionals in properly developing strategy and analyzing markets to support effective decision making in any organization.

If you approve of this graduate certificate, please forward this request to the Chancellor at your earliest convenience.

Sincerely,



James T. Dalton, Ph.D.
Executive Vice President and Provost

Enclosures

c.: Dean Kay Palan
Dean Susan Carvalho

May 11, 2023

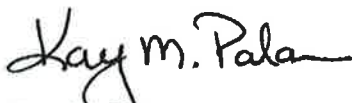
Provost James Dalton
801 University Boulevard
Rose Administration Building
The University of Alabama
Tuscaloosa, AL 35401

Dear Provost Dalton:

I am pleased to endorse the recommendation of the faculty in the Culverhouse College of Business for the addition of a Graduate Certificate in Digital/Social Media Marketing. This Certificate provides a deep treatment of digital marketing, including digital/social media marketing strategy and analytics. It directly benefits our MS in Marketing and MBA students by formally recognizing their efforts in completing a set of courses in Digital/Social Media Marketing, which allows them to be more competitive in the job marketplace. Furthermore, this Certificate will be attractive to non-degree students and individuals outside of UA who want to enhance their career outcomes with a deeper understanding of digital marketing knowledge and tools.

Please let me know if you need additional information.

Sincerely,



Kay M. Palan
Dean, Culverhouse College of Business

November 28, 2023

Provost James Dalton
The University of Alabama
Office for Academic Affairs
254 Rose Administration Building
Tuscaloosa, AL 35487

Dear Provost Dalton:

I join Dean Kay Palan in recommending the approval of the attached proposal for new Non-Degree Seeking Graduate Certificate offered by the department of Marketing in the Culverhouse College of Business. The proposed certificate in Digital/Social Media Marketing (CIP: 52.1401) meets specific student and programmatic needs and will attract new graduate enrollments.

This certificate was recommended for approval by the Graduate Council of The University of Alabama at its meeting on November 1, 2023. We ask for timely handling of this item so that it may be considered at the February 2024 Board of Trustees meeting.

If you approve of this proposal, please forward this request to President Bell at your earliest convenience.

Sincerely,



Dr. Susan Carvalho
Associate Provost and Dean of the Graduate School

cc.: Dr. Andre Denham, Associate Dean, Graduate School

Alabama Commission on Higher Education

**Submission of a New Non-Degree Certificate
(Part 1: Description and Rationale)**

1. Institution: The University of Alabama

2. Date of Certificate Submission: February 2024

Contact Person and Title:

André Denham, Associate Dean for Graduate Academic Affairs

Telephone: 205-348-1731

E-mail: adenham@ua.edu

3. Program Identification:

Award Level (Undergraduate, Graduate, Post-Master's):

Level 6, Post-baccalaureate Certificate

Title: Digital/Social Media Marketing Graduate Certificate

6-digit CIP: 52.1401 – Marketing/Marketing Management, General.

4. Program Administration and Implementation:

Name of College/ School: Culverhouse College of Business

Name of Dean: Kay Palan

Name of Department: Marketing

Name of Chairperson: Mike Wittmann

Proposed program implementation date: Fall 2024

Anticipated ACHE meeting for notification: March 2024

Other considerations for timing and approval (e.g., upcoming SACSCOC review):

5. Program Design:

Brief Description of Program and Objectives:

The Digital/Social Media Marketing certificate program involves a deep dive into the ever-evolving world of digital marketing, with courses in marketing strategy, digital/social media marketing strategy, digital marketing analytics, and advanced digital marketing. Students earning a graduate certificate in digital/social media marketing will be prepared to contribute to the digital marketing efforts of firms in nearly every industry.

Need/Rationale: Briefly describe why this certificate is needed at UA.

Marketing is the process by which businesses communicate their intrinsic value while creating relationships with consumers and with one another. The world of digital/social media is the fastest-growing area of marketing, with firms around the world progressively adding digital components to marketing strategies. Traditionally trained marketing professionals are falling behind rapidly as the new paradigm of digital/social media marketing disrupts their worlds and threatens career plans. With a well-established graduate specialization in digital/social media marketing already instituted in the Marketing MS program, UA is well-positioned to offer this certificate program to educate marketing professionals as an alternative and possible bridge to a full degree program. This certificate offering will serve students currently in graduate business programs, such as the MBA with an interest in digital/social media marketing, as well as students in other graduate programs across campus who wish to add digital/social media marketing expertise to enhance their career opportunities. Furthermore, this program will be highly attractive to individuals currently working at UA with an interest in digital/social media marketing, as well as external working professionals who want to enhance their career potential with the ability to understand, appreciate, and utilize digital marketing tools.

Projected Enrollment: Use the fields below to indicate projected total enrollment in years 1 - 5 of the certificate program.

Year 1: 25

Year 2: 28

Year 3: 31

Year 4: 34

Year 5: 37

Projected Completions: Use the fields below to indicate projected total completions in years 1 - 5 of the certificate program.

Year 1: 23

Year 2: 26

Year 3: 29

Year 4: 32

Year 5: 35

Projection Rationale: Please provide a rationale for the enrollment and completion projections listed above. The narrative should briefly explain how the projections were determined. List and describe any surveys done of local/regional/national target students. Also, describe any national data that exists on the need for this type of certificate.

The creation of this certificate program leverages an existing concentration in the MS Marketing program. As such, a significant baseline of study currently exists and should continue, if not enhanced, in the coming years. The two-year average of MS students focusing on digital/social media marketing is 20-25 students. We anticipate this level to continue so it is used as the Year 1 projection. While this represents significant enrollment, it is likely conservative, as a large number of working professionals in marketing are being forced to change job foci to include evolving digital/social media marketing tools and implementations. To account for the expected maturation of the certificate program, modest linear growth is assumed over the initial five-year period. Completion projections of 90%+ are consistent with the corresponding graduate degree program.

A U.S. Bureau of Labor Statistics (BLS) study of growing occupations (2021-2031) suggests a graduate certificate program in digital/social media marketing at UA should be addressing a growing area of interest and need. The BLS study predicts that 33,700 new jobs in advertising, promotions, and marketing managers will be created over the ten-year forecast period. In addition, salaries for those positions are extremely strong compared to most other careers. This further reinforces the need for the digital/social media marketing certificate (Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Advertising, Promotions, and Marketing Managers, at: <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> January 18, 2023).

Resources: Briefly describe personnel, physical facilities, equipment, library holdings, etc. needed for this program. Explain whether these are new or existing resources.

Existing staff personnel will be used for recruitment and admissions. Existing courses and faculty will be used to execute the curriculum. Capacity exists within current course offerings so faculty loads will not be affected. No additional (non-existing) resources are needed for this program.

Proposed delivery format (100% in-person, 100% online, hybrid, multiple formats):

Multiple formats; certificate program courses already exist in both in-person and online delivery formats.

If hybrid, what % of program will be delivered online? N/A

If multiple formats, which ones? 100% in-person, 100% online, or a combination

Total Credit Hours required to complete the program (if range, enter minimum):

12 Credit Hours

Please identify any specialized accreditation that may apply to this certificate. Will you seek accreditation?

N/A

Will the curriculum require work-based or experiential learning (internship, practicum, etc.)? If yes, please explain (if no, enter N/A). Definitions and examples of different types of work-based learning are available on the Alabama Office of Apprenticeship website. Click the help icon for a link to the site.

N/A

Will the program be designed to meet educational requirements licensure and/or certification required for entry-level employment? If yes, please list the license and/or certifications(s). If no, enter N/A.

N/A

6. Employment Occupational Alignment

Using the federal Standard Occupational Code (SOC) System, please indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found on the U.S. Bureau of Labor Statistics website and a list of Alabama's "In-Demand Occupations" is available on ACHE's Policy/Guidance website.

SOC 1 (Required) - Click the Help icon for a link to SOC Classification System and ACHE's Policy/Guidance site.

11-2021.00 (Marketing Managers)

SOC 2 (Required) - Click the Help icon for a link to SOC Classification System and ACHE's Policy/Guidance site.

11-2011.00 (Advertising and Promotions Managers)

SOC 3 (Required) - Click the Help icon for a link to SOC Classification System and ACHE's Policy/Guidance site.

41-9099.00 (Sales and Related Workers, All Others)

7. Relationship to other programs within the institution:

Is the proposed program associated with any existing offerings, including options within current degree programs? If yes, please explain (if no, enter N/A). If this is a graduate program, please list any existing undergraduate programs which are directly or indirectly related. If this is a graduate program, please list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

This certificate program is indirectly related to an existing undergraduate (UG) program in Marketing such that the UG program will prepare its graduates for an opportunity to pursue the advanced knowledge offered specifically by this certificate program. This proposed certificate program leverages courses and content already existing in the MS in Marketing program.

8. Evaluation

Student Learning Outcomes: What do you expect students to be able to do after completing the certificate program? Succinctly list at least three (3) learning outcomes, but no more than five (5).

Certificate SLOs	
	SLO 1: Utilize a conceptual and practical understanding of the channels and strategies used in digital/social media marketing.
	SLO 2: Utilize methods of achieving and maintaining marketing excellence via business-relevant customer insights through the use of frameworks, concepts, tools, and techniques to understand the hearts, minds, and motives of consumers.
	SLO3: Demonstrate analytical and performance-based skills and deep knowledge of digital/social media marketing topics.
	SLO 4: Gain experience with advertising analytics in digital / social media for online marketing for businesses and organizations including a focus on return on investment.
	SLO 5: Gain real world experience in using social media professionally while working on live digital/social media projects.

Attach Assessment Plan for the proposed program to include the student learning outcomes (professional skills), assessment measures, and a curriculum map.

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
MKT 540	I	I	I		
MKT 518/587	R	I	I	I	
MKT 542	R	R	M	M	I
MKT 543	M+A	M+A	M+A	M+A	M+A

I: Introduced; R: Reinforced; M: Mastered; A: Assessment

**Submission of a New Non-Degree Certificate (Part 2: Course Information)
Application, Admission, General Requirements, and Curriculum**

- 1. Intended program duration in semesters for full-time students:**
2 Semesters
- 2. Intended program duration in semesters for part-time students:**
2-4 Semesters
- 3. Minimum Required Hours: 12**
 - a. How many hours, if any, does this certificate have in common with existing degree programs or concentrations? Most of the hours should be unique as this makes the certificate program special, with a focus not typically achieved by "regular" degree recipients.**
 - How many hours are unique to this certificate program? None
 - How many hours, if any, does this certificate have in common with existing degree programs? 12 credit hours

This certificate program is a small subset of its associated degree program and is designed to be beneficial to students internal and external to the degree program. The certificate encapsulates a set of specialized knowledge and provides skills that the holder can use to improve their career possibilities or advance them in their current role.

- 4. Transfer Credit - Is transfer credit accepted? If yes, please explain.**
No transfer credit is accepted.
- 5. Awarding the Certificate - If multiple institutions are involved, does only UA confer? N/A**
- 6. How many hours (if any) of the Certificate can be counted towards a degree program? Which degree program(s), be specific? If possible, list the specific courses from the Certificate than can be counted towards the degree program?**

All 12 credit hours earned in this certificate program may be used directly toward the completion of the Marketing (M.S.) degree program. Consult with other degree programs on the application of graduate certificate credits.

- 7. Application - What type of application is required for admission to the certificate program? Typically "non-degree" if a 12 hour certificate, or "special non-degree" if the student is permitted to take more than the maximum of 12 hours allowed for non-certificate non-degree students.**

non-degree application

8. Curricular Requirements

Please complete the table below indicating all coursework for the proposed program, specifying any new courses developed for the program, along with courses associated with each option as applicable. Include the course number and number of credits. The coursework listed should total the number of hours required to complete the program.

Code and Title		Hours
MKT 540	Intro to Digital/Social Media	3
MKT 542	Digital/Social Media Analytics	3
MKT 543	Adv Digital and Social Media	3
MKT 518 or	Mkting Mgmt & Decision Making	3
MKT 587	Advanced Market Strategies	
Total Hours		12

a. List any prerequisites required for the courses in the Certificate.

Demonstrated ability to handle quantitative material (ascertained from student application)

9. Describe any other special admissions or curricular requirements for the program:

To be considered for admission, applicants must hold a bachelor's degree from an accredited college or university. Previous academic history, one letter of recommendation, demonstrated motivation and aptitude to undertake graduate-level work, and professional experience are all taken into consideration.

To apply, you must complete an application and provide transcripts from each undergraduate and graduate academic institution as well as a professional resume, one letter of recommendation from an individual that can assess your readiness for a Master's level certificate program, and a statement of purpose. GMAT or GRE scores are not needed.

Additional Graduate School Policies

1. Time Limits for Degree Completion

6 years

2. Awarding the Certificate

Students are awarded the Digital/Social Media Marketing Graduate Certificate upon completion of the 12 required hours of coursework.

3. Academic Misconduct Information

Student academic misconduct is not permitted. In the event of perceived academic misconduct, the University's Academic Misconduct Policy will be followed. More information is available [here](#).

4. Withdrawal or Leave of Absence Information

Students who need to withdraw from a course at the university or take a leave of absence should contact their academic advisor within the Manderson Graduate School of Business. Additional information is available on the [Graduate School website](#) related to withdrawals and leaves of absence.

5. Academic Grievances Information

Academic grievances are addressed according to the "University-Wide Academic Grievance Procedures" outlined in the University of Alabama [Faculty Handbook](#).

6. Grades and Academic Standing

[See here for Graduate School Policy information](#)