

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 5718S
Date of Senate Approval 04/05/18

Statement of Faculty Senate Action:

APC Document 50 (MGMT):

**Add new elective course: MGMT 368,
Digital and Social Media Marketing**

Effective Date: Fall 2018

1. Add: On page 220, new course, **MGMT 368, Digital and Social Media Marketing:**

368 Digital and Social Media Marketing (2)

Examines how social media can be used to build profitable relationships with various stakeholders of organizations. Through lectures, discussions and case studies, students will explore various social media platforms and learn how to utilize them for improving marketing efforts of businesses. Prerequisite: MGMT 250. Typically Spring.

Impact Statement: The addition of this elective course will provide students additional content that is only briefly covered in the existing marketing courses. This course equips students with the knowledge necessary for creative problem-solving in online environments. Since the Department has a faculty member with expertise in this area, there will be no need for additional faculty lines nor adjuncts beyond those currently in place.

1. Does the course fulfill a major requirement, LAC requirement, or requirement for another department? If the course fulfills a major requirement, will it be a required course, an additional choice for a course group, or an option for unspecified required hours in the major?

This is an elective for Management majors. The AME program plans to add it as an elective option for the minor.

2. Information about the course:

- Student Learning Objectives for MGMT 368, Digital and Social Media Marketing:
 1. Identify the ways in which companies can utilize social media marketing to engage customer
 2. Critically evaluate different social media and digital marketing platforms by assessing their effectiveness and limitations;
 3. Analyze existing and emerging trends in social media and digital marketing
 4. Explore the theories behind creating engaging content
 5. Establish metrics for measuring the success of social media programs
- Anticipated class size:
20-25
- The amount of scheduled class time, e.g. 2.5 hrs/wk:
3.3 hours per week (200 minutes)
- Instructional format (lecture, lab, seminar, independent, research, internship, studio, etc.):
lecture/seminar
- Any specialized space or material needs:
none

3. Information about the number of faculty in the department who will/can teach the proposed course.

Dr. Davit Davtyan will be the primary faculty responsible for this elective given his qualifications and expertise (refer to the Course Coverage Matrix in Appendix G). We planned and anticipated this addition as part of our position allocation request that resulted in the opportunity to search and recruit a faculty member with the expertise in this content area. This was an intentional effort to reimagine upper-level course offerings in marketing.

4. Information about when and how often the course will be offered (This is of particular concern for new courses and those that are required for the major).

Per the attached Course Offerings model, we plan to offer this course every Spring. However, if enrollment demand shifts and there is need for fewer or additional elective offerings, then we may adjust accordingly.

5. For new courses or changes to offering patterns, information about how the addition or change affects the ability of the department to deliver its existing curriculum and meet its commitments to the LAC.

Based on stakeholder feedback and peer curricula offerings (55% of peer and comparison institutions have a similar course available to students; please refer to Appendix F), we intentionally sought to develop and include this course in our curriculum. The offering frequency would still afford us the opportunity to contribute to the LAC per the attached Course Offerings model.

Rationale: Popularization of social media has significantly changed online communication and created challenges and opportunities for organizations. As more and more consumers engage in the creation of content, the control over brands has shifted from companies to their customers, which resulted in a fundamental shift in the marketplace. This course will explore the conceptual foundations and practical techniques necessary for creating effective social media campaigns. Familiarity with these topics is becoming a necessity in the modern organizational environment and will be valuable for our students.