Revised/Approved August 2018

New Program Request Form
CA1

General Information

Institution submitting proposal	Wichita State University – Campus of Applied Sciences and Technology
Name, title, phone, and email of person submitting the application *(contact person for the approval process)*	Pam Doyle, VP Health Sciences and General Education
Identify the person responsible for oversight of the proposed program	Matt Vogt – Campus Dean WSU Tech South
Title of proposed program	Digital Marketing
Proposed suggested Classification of Instructional Program (CIP) Code	52.1401
CIP code description	52.1401 Marketing
Standard Occupation Code (SOC) associated to the proposed program	13-1161
SOC description	13-1161 Market Research Analyst and Marketing Specialists Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.
Number of credits for the degree and all certificates requested	Associate of Applied Science – 60 Credits Technical Certificate – 41 Credits
Proposed Date of Initiation	1/20/2019
Specialty program accrediting agency	No Program level accreditation available
Industry certification	Google Analytics – Individual Certification Exam – Graduates will be eligible to sit for this certification exam

Signature of College Official Pamela Doyle Date 10/17/18

Signature of KBOR Official _____ Date _____

Revised/Approved August 2018

Program Description

Provide a complete catalog description (including program objectives) for the proposed program.

The Digital Marketing Program provides graduates with the skills necessary to succeed in the specialized realm of digital commerce. The program coursework combines traditional marketing skills with the specialized technical skills required to develop first-class digital marketing content. In scenario-based coursework students will create and apply digital marketing strategies that reflect real-world situations. Topics will include digital strategy, web development, and analytics as well as digital marketing, multimedia, SEO, and SEM techniques. All students will graduate with a professional portfolio, and students enrolled in the Associate of Applied Science degree program will participate in an internship/capstone course while completing 26 hours of general education.

Program Outcomes

The student will be able to produce a digital portfolio highlighting skills associated with digital marketing

The student will be able demonstrate familiarity with digital media tools and social media marketing platforms

The student will be able to link classroom experiences with real work projects

The student will measure and evaluate digital marketing efforts

The Student will demonstrate the skills associated with web site development and management

The Student will demonstrate the necessary skills to effectively participate in the Google Analytics Certification Exam

List and describe the admission requirements and the graduation requirements for the proposed program:

Admission Requirements:
The requirements for admission to the Digital Marketing program are:

- Attainment of 16 or more years of age
- Documentation of high school graduation or satisfaction of high school equivalency certificate requirements, or students currently enrolled in high school or GED program and have attained junior status.
- Completion of application and related procedures

Transfer Students

- Admission of transfer students to the Digital Marketing program contingent upon their meeting the following requirements:
    - Regular admission and good standing at a regionally accredited technical certificate or degree granting institution and proper completion of applications and related procedures.

Program Requirements

- 41 semester credits for a technical certificate and 60 semester credits for the associate applied sciences degree with an overall GPA of 2.0 or higher.
- A passing grade in all courses (grade of C) within the student's declared program of study.
- Completion of all skill competencies with a minimum grade of 80%

- At least 25 percent of credits must be earned at WSU Tech.
- Recommendation for graduation by the registrar.

Graduation Requirements

To be awarded an AAS degree or technical certificate, students must pass all required coursework, submit required transcripts for transfer credit and meet all academic, financial or other obligations required for their program of study. To be eligible for graduation, students must have an overall GPA of at least 2.0. WSU Tech urges students to continuously monitor their educational progress. Prior to the final semester or registration period, students must meet with an Academic Advisor to ensure that all requirements will be finished prior to the anticipated graduation date.

Demand for the Program

- Using the Kansas Department of Labor's Long Term Occupational Outlook, (https://klic.dol.ks.gov) identify employment trends and projections: occupational growth, occupational replacement rates, estimated annual median wages, and typical education level needed for entry

Marketing is a long established sector of the labor market which over the last ten years has seen the rise of a sub-sector devoted to marketing in the digital environment. The digital marketer develops (Market Research Analyst and Marketing Specialists), implements and manages marketing campaigns in the digital space while driving website traffic to meet the customer's needs. The skills and tools the digital marketer uses is a blend of traditional marketing techniques with information technology skills such as web development/management and the expert use of analysis software applications such as Google Analytics.

The Kansas Wage Survey indicated an average state wide annual mean of $62,190 and a median wage of $57,370 for a Market Research Analyst and Marketing Specialists. The same source indicates an average wage in the South Central region of $60,527 and a median of $53,748.00. Additionally, 2016 JobEQ* data indicates graduates in the proposed program working in the Wichita, KS MSA can expect an entry level salary of $32,400.00 with the median salary for all positions listing at $59,00.00.

Kansas Department Labor's Long – Term Occupational Outlook indicates annual openings for graduates in this field in the South Central region at 31 with 211 openings annually statewide. Projected openings between 2014 and 2024 are 316 in the South Central Region and 2,110 statewide. The majority of these openings will be the result of replacements with the South Central region replacement rate at 41.5% and the state wide replacement rate at 31.2%. The remaining positions will be the result of growth resulting in 185 new position between 2014 and 2024 in the South Central region and 1,452.00 new positions across the state of Kansas. Supporting this information is the 2017Q4 data from JobsEQ* indicating there are 915 Market Research Analysts and Marketing Specialists in the Wichita, KS MSA with an expected growth rate of 1.4% (or 97 new positions) over the next seven years.

- Source: JobsEQ,http://www.chmuraecon.com/jobseq

According to other sources (Indeed), there are currently 232job openings which appear under Digital Media/Marketing with 51 current openings in Wichita. The salaries for the open positions range from $30,000 – $80,000 per year based on experience.

Student Demand

As part of our on-going new program development, WSU Tech surveys a variety of community groups and organizations to poll potential programmatic areas that we have on our strategic framework. These

prospective students in the community were surveyed seeking input on future WSU Tech programs. 520 responses were given and 385 (74%) of those having an interest in WSU Tech. Students who had indicated an interest in Digital Marketing account for 85 (22%) of all students having an interest. This points to a very solid base for student involvement and demand. See Table 1.

Table 1: Student Interest Survey

	Number	Percent
Inquirers completing the survey	520	---
Inquirers indicating an interest in a new WSU TECH program	385	74.0%
Indicated an interest in Digital Marketing	85	22.1%

Source: Data collected between November 2017 and February 2018 in a survey of recent inquirers to the college of recent inquirers to the college.

Show demand from the local community. Provide letters of support from at least three potential employers, which state the specific type of support they will provide to the proposed program.

See Appendix A

Describe/explain any business/industry partnerships specific to the proposed program.

If a formal partnership agreement exists, agreement explaining the relationship between partners and to document support to be provided for the proposed program must be submitted to the Board office independently of the CAI materials for review purposes. The agreement will not be published or posted during the comment period.

The College will continue developing working relationships with area business and industry in order to develop internships, earn and learn opportunities, and guaranteed interviews for program participants/ graduates. These partnerships are of a tremendous benefit for placement upon graduation and obtainment of the available certifications. Below is a list of the current business and industry representatives that will work with the proposed program. The willingness of these business and educational institutions working with WSU Tech to create this program speaks to the value WSU Tech places on industry and other partnerships.

Digital Marketing – Industry Advocate Team

Contact	Organization
Mia Lee	Lee Media Group
Jennifer Szambecki	Sullivan Higdon & Sink: Marketing and Advertising Agency
Justin Rorabaugh	Wichita State University – Director Shocker Studios
Brianna Anderson	Copp Media
Todd Ramsey	Apples & Arrows
Marc Zwygart	Copp Media

Duplication of Existing Programs

Identify similar programs in the state based on CIP code, title, and/or content. For each similar program provide the most recent K-TIP data: name of institution, program title, number of declared majors,

number of program graduates, number of graduates exiting the system and employed, and annual median wage for graduates existing the system and employed.

Allen County Community College
- Program Name –Marketing/Marketing Management General (CIP 52.1401)
- Award – AAS & TC
- Number of Declared Majors - 21
- Number of Program Graduates - No data provided on KTIP
- Number of Graduates Exiting and Employed - No data provided on KTIP
- Median Wage: Graduates Exiting and Employed -No data provided on KTIP

Butler Community College
- Digital Media (CIP 10.0304)
- Award- AAS/63Cedits and TC/33 Credits
- Number of Declared Majors - 83
- Number of Program Graduates - 18
- Number of Graduates Exiting and Employed - 9
- Median Wage: $11,217

Butler Community College
- Interactive Digital & 3D Technology (CIP 11.0804)
- Award- AAS/63Cedits and TC/33 Credits
- Number of Declared Majors - 103
- Number of Program Graduates - 12
- Number of Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines
- Median Wage: Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines

Butler Community College
- Marketing/Marketing Management General (CIP 52.1401)
- Award- AAS/60 AS/62
- Number of Declared Majors - 121
- Number of Program Graduates - 6
- Number of Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines
- Median Wage: Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines

Garden City Community College
- Marketing/Marketing Management General (CIP 52.1401)
- Award- AAS/64 Credits and TC/18 Credits
- Number of Declared Majors - 21
- Number of Program Graduates - 8
- Number of Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines
- Median Wage: Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines

Johnson Community College
- Digital Marketing (CIP 52.1401)
- Award – AAS/ TC

- Number of Declared Majors - 180
- Number of Program Graduates - 13
- Number of Graduates Exiting and Employed 6
- Median Wage: Graduates Exiting and Employed - $40,245.00

Neosho County Community College

- Marketing/Marketing Management General (CIP 52.1401)
- Award- AAS/64 Credits
- Number of Declared Majors - 13
- Number of Program Graduates - KTIP data suppressed/in compliance with FERPA/guidelines
- Number of Graduates Exiting and Employed KTIP data suppressed/in compliance with FERPA/guidelines
- Median Wage: N/R

North Central Community College

- Program Name – Digital Marketing (CIP 52.1499)
- Award – AAS/68 Credits and TC/38 Credits
- Number of Declared Majors - No data provided on KTIP
- Number of Program Graduates - No data provided on KTIP
- Number of Graduates Exiting and Employed - No data provided on KTIP
- Median Wage: Graduates Exiting and Employed -No data provided on KTIP

Seward County Community College

- Program Name – Digital Marketing (CIP 52.1499)
- Award – AAS /TC
- Number of Declared Majors - 35
- Number of Program Graduates - KTIP data suppressed/in compliance with FERPA/guidelines
- Number of Graduates Exiting and Employed - KTIP data suppressed/in compliance with FERPA/guidelines
- Median Wage: Graduates Exiting and Employed - KTIP data suppressed/in compliance with FERPA/guidelines

Southwestern College

- Digital Marketing
- BA 124 credits with 84 in digital Media
- Number of Declared Majors – No KTIP data available
- Number of Program Graduates - 1*
- Number of Graduates Exiting and Employed - No KTIP data available
- Median Wage: Graduates Exiting and Employed - No KTIP data available

*Data is from IPEDS 2016-2017

Wichita State University

- Media Arts
- Bachelor of Arts 120 Credits
- Number of Declared Majors - No data provided on KTIP
- Number of Program Graduates - No data provided on KTIP
- Number of Graduates Exiting and Employed - No data provided on KTIP or KBOR DegreeStats web site
- Median Wage: Graduates Exiting and Employed - No data provided on KTIP or KBOR DegreeStats web site

Wichita State University

- Mobile Marketing and Advanced Mobile Certificate
- Non Credit Continuing Education Certification (48 hours and 4 CEU/ILU's)
- Number of Declared Majors - No data provided on KTIP
- Number of Program Graduates - No data provided on KTIP
- Number of Graduates Exiting and Employed - No data provided on KTIP or KBOR DegreeStats web site
- Median Wage: Graduates Exiting and Employed - No data provided on KTIP or KBOR DegreeStats web site

Was collaboration with similar programs pursued: Please explain the collaboration attempt or rationale for why collaboration was not a viable option?

WSU Tech created the Digital Marketing program proposal after reviewing offerings in the state of Kansas and seeking involvement from Wichita area business and industry representatives. The WSU Tech proposed program incorporates the best practices for technical instruction and responds to the specific requests of business and industry concerning training and credentialing desired for new hires in the field.

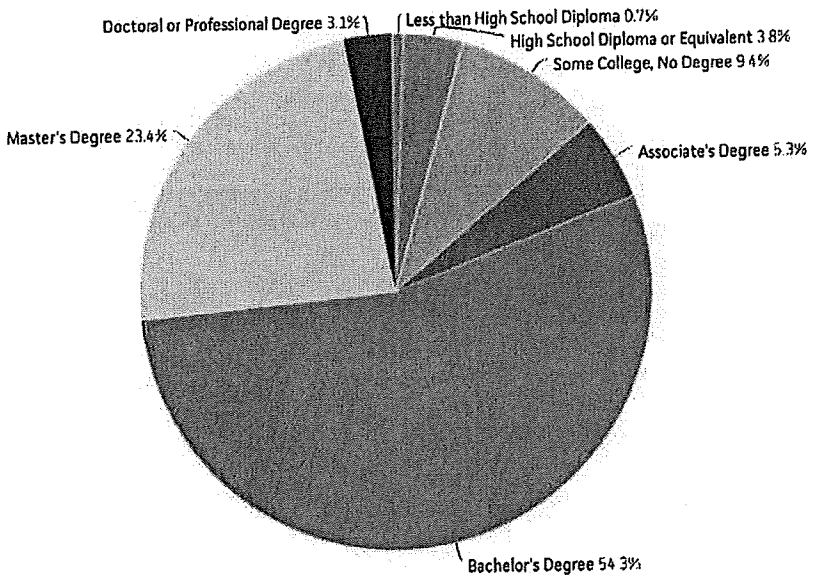
The WSU Tech/Wichita State University (WSU) affiliation combined with the development of WSU's newest degree option (Bachelors of Applied Sciences in Workforce Leadership and Applied Learning) made WSU the obvious partnership choice for this proposed program. The current partnership opportunities are in the area of instructional technologies, curriculum and transferability. WSU Tech will continue to pursue additional partnership opportunities with its affiliated institution.

Instructional Technologies
The proposed Digital Marketing Program housed at WSU South is part of the WUS Tech Business Department. This location will allow the proposed program to leverage the expertise and multimedia technologies currently found at the WSU Shocker Studios, also housed at WSU South. Students in the core courses of the Digital Marketing program will have the opportunity to utilize the state of the art multimedia equipment located at the Shocker Studios.

Curriculum
WSU provided WSU tech with the curriculum to create two of the proposed courses (DMK 110 and 120. Leadership in the Digital Marketing program is working with Faculty from WSU Media Arts program to ensure WSU faculty teach these transferable courses.

Transferability
The education profile from JobsEQ supports the decision to collaborate with WSU ensuring students have the opportunity to further their degree to the BA level. According to the Bureau of Labor Statistic data utilized by JobsEQ there is opportunity for graduates with associate degree and below to directly enter the workforce. The data also indicates the majority of graduates will pursue a Bachelor's degree. The partnership between WSU and WSU Tech provides graduates of the proposed program a unique opportunity in this area. Graduates of the WSU Tech Digital Marketing program will have the ability to seamlessly transfer a total of 43 credits to Wichita State University. These credits will apply directly to the new Bachelors of Applied Sciences in Workforce Leadership and Applied Learning. This includes 27 credits from core technical courses, 4 credits from required technical internships and 12 general education credits.

Educational Attainment Profile, Age 25+



In light of the WSU/WSU Tech affiliation and the depth of the partnership created for this proposed Digital Media program WSU Tech made the decision to not seek additional partnerships.

Program Information

List by prefix, number, title, and description all courses (including prerequisites) to be required or elective in the proposed program.

DMK Technical Education Courses

All course are taught in multiple modalities (online, hybrid and traditional face to face) unless otherwise noted. Courses with pre/co requisites are identified.

DMK 110 Introduction to Media Arts

Description — Offers an introduction to media arts and the interconnectedness of audio, film, animation and gaming. Introduces fundamental concepts in analyzing and interpreting popular media delivery. The course will employ lectures, guest speakers, collaborative projects and experimental modes of learning. Content will also cover resources available on campus and in the community. Written assignments will encourage students to think about how various media and entertainment influences culture and their response to these influences. Attendance at outside events, lectures and festivals is required.

Total Credits 3.00

DMK 120 Basic Digital Editing

Description Introduction to skills, principles and ethics of using audio, images and video to tell stories via Internet-based media

Total Credits 3.00

DMK 130 Digital Marketing Strategy

Description In this course, students will learn the basic elements of a robust digital marketing strategy. Using current real-world marketing campaigns as their "classroom" students will learn to create a marketing strategy that meets the customer's goals while being cognizant of the customer's budget. During this course, students will not only create a marketing plan but learn to present and defend their plan.

Total Credits 3.00

DMK 135 Introduction to Web Development

Description This course introduces students to basic web design using HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), JavaScript, and PHP. Throughout the course students are introduced to planning and designing effective websites; implementing web pages by writing code; producing a functional, multi-page website; and navigating how to choose and set up a server to host their sites on. The course does not require any prior knowledge of coding or web design.

Total Credits 3.00

DMK 140 Introduction to Video Production

Course Information

Description This course will provide students with the skills associated with production and direction of video and audio programs. Hands-on use of standard audio and video production equipment to learn the most current and effective techniques will be integral to the course.

Pre/Corequisites DMK 120 Basic Digital Editing

Total Credits 3.00

DMK 150 Search Engine Optimization & Marketing

Course Information

Description This course is designed to introduce the student to the core concepts of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Students will learn to ensure their site is digestible by Google and other users resulting in better search engine rankings.

Pre/Corequisites DMK 130 Digital Marketing Strategy

Total Credits 3.00

DMK 155 Website Production & Management

Course Information

Description	This course is designed to teach students the necessary skills to build, customize, manage and promote a business website using the content management system WordPress. In this project-based course, students will apply classroom knowledge and skills to successfully launching a site on a live web server.
Pre/Corequisites	DMK 130 Digital Marketing Strategy DMK 150 Search Engine Optimization & Marketing
Total Credits	3.00

DMK 160 Introduction to Analytics

Course Information

Description	This course is designed to introduce students to the core concepts of digital analytics. The course will explore the effectiveness of marketing campaigns and how to optimize results. This course will prepare students to take the Google Analytics Certification.
Pre/Corequisites	DMK 150 Search Engine Optimization & Marketing
Total Credits	3.00

DMK 165 Digital Marketing Portfolio

Course Information

Description	In this course students will fine tune skills learned throughout the Digital Marketing Program while focusing their body of work on their specific job goals. This project based course will culminate with the student developing a body of work that represents their creativity and skills in the digital marketing arena. The course will allow for the development of new projects and allow students to re-address previous projects/assignments. Students will learn self-evaluation techniques as well as skills in preparing and presenting their work.
Pre/Corequisites	DMK 110 Introduction to Media Arts DMK 120 Basic Digital Editing DMK 130 Digital Marketing Strategy DMK 140 Introduction to Video Production DMK 150 Search Engine Optimization & Marketing DMK 155 Website Production & Management DMK 160 Introduction to Analytics
Total Credits	3.00

DMK 170 Digital Marketing Capstone

Course Information

Description	In this project-based course, students will apply the skills and knowledge acquired throughout the Digital Marketing program to a real-world project. In partnership with a local non-profit organization, students will create a digital marketing strategy designed to meet the customer needs. Students will produce a critical reflection on their capstone experience demonstrating how they have addressed specific learning goals. A successful project will include a project presentation to representatives of the non – profit organization, faculty and fellow students.
Pre/Corequisites	DMK 165 Digital Marketing Portfolio
Total Credits	3.00

DMK 175 Digital Marketing Internship

Course Information

Description	The internship represents an educational strategy linking the classroom with the acquisition of knowledge in the workplace. Through direct observation, reflection and evaluation, students gain an insight into the internship site's work, mission, and audience, how these relate to their academic study, as well as the organization's position in the broader industry or field. Students will produce a critical reflection on their internship experience demonstrating how they have addressed specific learning goals.
Pre/Corequisites	DMK 165 Digital Marketing Portfolio
Total Credits	3.00

All Other Courses

All course are taught in multiple modalities (online, hybrid and traditional face to face). Courses are identified as required (R), elective (E), or General Education electives (G) in the description area. Courses with pre/co requisites are identified.

BUS 135 Introduction to Public Relations

Description/R	In this course students will learn the theories that are the backbone of all public relations practitioners while also learning the roles and responsibilities of those who practice in the field. Students will explore the issues and challenges facing public relations practitioners in today's technological, multicultural and global environment. Students will put their knowledge to the test by creating and presenting a public relations plan.
Total Credits	3.00

BUS 140 Principles of Marketing

Description/R Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to society, their customers and their owners. Marketing examines the problems of transferring title and moving goods from producer to consumer, buying, selling, storing, transporting, standardizing, financing, risk-bearing and supplying market information. The free enterprise and the government's contribution, retailing and international marketing are discussed at length.

Total Credits 3.00

ENG 101 English Composition I

Description/R This course is designed to improve the reading and writing skills of students. The emphasis is on fundamental principles of written English in structurally correct sentences, paragraphs and expository themes. Critical analysis of essays will be used to aid in developing the student's thinking, support of thesis and style. Students are introduced to the basic components of research by writing a documented essay in Modern Language Association (MLA) style.

Total Credits 3.00

ENG 120 Composition II

Course Information

Description/R This course is designed to immerse students in the study and practice of persuasive and argumentative, report, and research writing emphasizing analysis and research and reading, interpreting, and evaluation of selected texts.

Pre/Corequisites ENG 101 English Composition

Total Credits 3.00

ENG 211 Introduction to Writing for Digital Media

Course Information

Description/R In this course, students will explore the writing genres associated with digital media and learn the essential elements of writing for a digital audience. Students will actively participate in the writing process while creating original work in multiple digital media environments. Students are expected to share original works and provide feedback to classmates. Additionally, class time will include the open discussion of writing for the digital audience and assigned readings.

Pre/Corequisites ENG 120 Composition II

Total Credits 3.00

MTH 101 Intermediate Algebra

Description/R This online/traditional/hybrid course will enable the student to use and interpret the mathematical symbols and notation relating to functions. The student will analyze the graphs of various mathematical functions with the assistance of a graphing utility, including polynomial, rational, root, absolute value, logarithmic and exponential functions, and solve related equations and inequalities, including systems of equations and inequalities. The student will use both graphical analysis and equation solving in the context of word problems. Topics include: Equations and Inequalities; Functions and Graphs; Polynomial and Rational Functions; Exponential and Logarithmic Functions; Systems of Equations and Inequalities; Matrices and Determinants.

Total Credits 3.00

OPM 115 Introduction to Project Management

Course Information

Description/R This course focuses on a holistic approach to project management. The content deals with planning, scheduling, organizing, and controlling projects for example, product development, construction, information systems, new businesses, and special events. The course includes major topics of Strategy, Priorities, Organization, Project Tools, and Leadership. Primary class emphasis is on the project management process and tools. Project management is becoming more important in todays' world. Mastery of key tools and concepts could give you a significant competitive advantage in the marketplace.

Total Credits 3.00

PDV 105 Blueprint for Personal Success

Description/R The professional world is full of challenging situations, including conflicting personalities, miscommunication, and cultural differences. In this course, students will learn about typical workplace etiquette protocols, communication standards, and cultural awareness strategies in order to navigate these common obstacles. This course will prepare students by educating them on the importance of establishing and maintaining their professional image in the workplace. Whether students are working on the manufacturing floor, in a medical facility or in a professional office setting practicing professional etiquette will help ensure that their occupational environment is positive and productive. Students will integrate internal attitudes with external behaviors so that their personal attributes reflect the expectations of their future employers. The course provides a study of human relations and professional development in today's rapidly changing world. The course prepares students for living and working in a complex society through a focus on professionalism, work ethic, teamwork (collaboration) and oral communication. Topics include: Goal

Setting, Entry Level Leadership, Communication, Teamwork and Diversity, Career Management, Lifestyle Design, and Disruption in Industry.

Total Credits 2.00

SPH 101 Public Speaking

Description/R Covers fundamental basics to all good private and public speaking experiences and elements in voice production and improvement, bodily movement, confidence, poise and understanding of all types of public speeches. Required of all transfer curricula.

Total Credits 3.00

ART 100 Art Appreciation

Course Information

Description/G This course is designed to develop a personal appreciation of art. By combining a study of concepts and artist's work, the student should improve one's judgment and ability to understand art critically.

Total Credits 3.00

OR

ENG 110 Introduction to Literature

Course Information

Description/G This course is an introduction to the short forms of literature, designed to develop understanding and appreciation of good literature. Study includes short stories, dramas and poems.

Pre/Corequisites ENG 101 English Composition I

Total Credits 3.00

HIS 110 United States History to 1877

Course Information

Description/G This course traces development of the United States, 1492 to 1876, including English colonization, the American Revolution, formation of the Union, colonization of the West, development of sectionalism, the Civil War, and restoration of home rule in the South. Important political, cultural, economic, and religious/philosophical accomplishments of this period will be examined.

Total Credits 3.00

OR

HIS 120 United States History since 1865

Course Information

Description/G	This course is designed to provide the student with an introduction to United States history from the end of Reconstruction to the present. This course will survey the important political, cultural, economic, and religious/philosophical accomplishments during this period.
Total Credits	3.00

OR

HIS 130 World History I

Course Information

Description/G	This course provides an introduction to the birth and development of World History to the mid-16th century. Students will survey the important political, cultural, economic, and religious/ philosophical accomplishments of this period.
Total Credits	3.00

OR

PHL 110 Ethics

Course Information

Description/G	A practical approach to recognizing, understanding and solving ethical problems confronting individuals in today's society. Basic concepts of applied ethical theories in moral philosophy and reasoning are examined using critical thinking and responsible decision-making skills.
Total Credits	3.00

OR

PHL 115 Logic

Course Information

Description/G	This course deals with the uses of logical concepts and techniques to evaluate and criticize reasoning. Studies some elementary systems of formal logic. Arguments evaluated are drawn from such diverse fields as law, science, politics, religion, and advertising.
Total Credits	3.00

OR

REL 101 New Testament

Course Information

Description/G	This course is an introduction to history, literature and culture that gave rise to the New Testament from an objective and analytical approach.
Total Credits	3.00

OR

THR 100 Theatre Appreciation

Course Information

Description/G	Upon completion of this class, the student will know the origin of theater, as well as the major historical periods of theatrical development including Greek, Medieval and Shakespearian. Students will acquire a basic understanding of different aspects of theater and play production, including an awareness of technical theater, designing for the stage, dramatic literature and structure. The student will become familiar with what constitutes quality acting and playwriting.
Total Credits	3.00

If the proposed program includes multiple curricula (e.g., pathways, tracks, concentrations, emphases, options, specializations, etc.), identify courses unique to each alternative.

This program has only a single track with exit points at the Technical Certificate and Associate of Applied Science points

Provide a Program of Study/Degree Plan for the proposed program including a semester-by-semester outline that delineates required and elective courses and notes each program exit point.

AAS – Digital Marketing

Semester 1

Course #	Course Title	Credits	Function
DMK 110	Introduction to Media Arts	3	Technical Studies
DMK 120	Basic Digital Editing	3	Technical Studies
DMK 130	Digital Marketing Strategy	3	Technical Studies
BUS 140	Principles of Marketing	3	General Studies
ENG 101	Composition I	3	General Studies
PDV 105	Blueprint for Personal Success	2	General Studies

Semester 2

Course #	Course Title	Credits	Function
DMK 135	Introduction to Web Development	3	Technical Studies
BUS 135	Introduction to Public Relations	3	General Studies
DMK 140	Introduction to Video Production	3	Technical Studies
ENG 120	Composition II	3	General Studies
	Humanities Elective	3	General Studies

Semester 3

Course #	Course Title	Credits	Function
DMK 155	Website Production & Management	3	Technical Studies
DMK 150	Search Engine Optimization & Marketing	3	Technical Studies
OPM 115	Introduction to Project Management	3	Technical Studies
ENG 211	Introduction to Writing for Digital Media	3	General Studies
MTH 101	Intermediate Algebra	3	General Studies

Semester 4

Course #	Course Title	Credits	Function
DMK 160	Introduction to Analytics	3	Technical Studies
DMK 165	Digital Marketing Portfolio	3	Technical Studies
SPH 101	Public Speaking	3	General Studies
	Experiential Learning	4	Technical Studies

Experiential Learning

Course #	Course Title	Credits	Function
DMK 170	Digital Marketing Capstone		Technical Studies
DMK 175	Digital Marketing Internship		Technical Studies

TC - Digital Marketing

Semester 1

Course #	Course Title	Credits	Function
DMK 110	Introduction to Media Arts	3	Technical Studies
DMK 120	Basic Digital Editing	3	Technical Studies
DMK 130	Digital Marketing Strategy	3	Technical Studies
ENG 101	Composition I	3	General Studies
PDV 105	Blueprint for Personal Success	2	General Studies

Semester 2

Course #	Course Title	Credits	Function
DMK 135	Introduction to Web Development	3	Technical Studies
DMK 140	Introduction to Video Production	3	Technical Studies

DMK 150	Search Engine Optimization & Marketing	3	Technical Studies
DMK 155	Website Production & Management	3	Technical Studies
ENG 120	Composition II	3	General Studies

Semester 3

Course #	Course Title	Credits	Function
BUS 135	Introduction to Public Relations	3	General Studies
DMK 160	Introduction to Analytics	3	Technical Studies
DMK 165	Digital Marketing Portfolio	3	Technical Studies
ENG 211	Introduction to Writing for Digital Media	3	General Studies

List any pertinent program accreditation available:
At this time there is no appropriate program level accreditation. WSU Tech will continue to monitor the industry and participate if a program level accreditation is developed.

Faculty
Describe faculty qualifications and/or certifications required to teach in the proposed program.

Upon approval the Digital Marketing program will be become part of the WSU Tech Business Department. Oversite for the day to day operations of the proposed program will be the responsibilities of Campus Dean, WSU Tech South.

Matt Vogt – Campus Dean WSU Tech South
- 4 years of college level teaching experience
- 1 year of college administration experience
- 10 years industry experience – Law Enforcement
- MA - Criminal Justice

Current practitioners in the field of digital media/marketing will teach the core technical courses in the digital marketing program. Faculty for each course will be selected based on their degree of relevant industry experience in the course subject matter. Industry Advocate team members have indicated their desire to teach in the program filling the initial need for program faculty.

Mia Lee, Founder and Owner of Lee Media Group
- 15 years of experience in digital media/digital communications field
- 15 years of experience in higher education as an instructor and course developer
- Masters of Arts – Webster University

Todd Ramsey, Founder & Chief Strategist at Apples & Arrows
- 15+ years of experience in digital media/digital communications field
- BA, Public Relations – Harding University

Brianna Anderson, Digital Media Specialist at Copp Media Services
- 4 years of industry experience
- 1 year experience designing college level curriculum for digital media
- BA, Social Media Marketing – Western Kentucky University

Marc Zwygart, Digital Marketing Manager at Copp Media Services
- 13 years of industry experience

Business and General Education Courses will be taught by existing faculty members who meet or exceed the following standards:

Business and Transferable General Education Faculty:
Master's Degree or higher from a regionally accredited college or university in the teaching discipline or subfield, **OR** any Master's Degree plus 18 graduate or undergraduate credit hours in the teaching discipline or subfield.

Qualified faculty are identified primarily by credentials, but other factors may be considered in addition to the degree earned. For example, the ability to design curricula or develop and implement effective pedagogy through years of teaching with satisfactory performance.

Bachelor's Degree in the teaching discipline or subfield combined with 3+ years teaching experience in the discipline or subfield will be considered in lieu of a completed Master's Degree. A professional development plan to include a Master's Degree must be developed and pursued.

Cost and Funding for Proposed Program
Provide a detailed budget narrative that describes all costs associated with the proposed program (physical facilities, equipment, faculty, instructional materials, accreditation, etc.).

Advising Services
Advising prospective students will be shared between the Dean, WSU Tech South, faculty of the Digital Marketing program and the college's Student Services staff. As with other programs offered by the college, Student Services provides general information, assists students with admission to the college, and transfer of credits. Program personnel provide detailed information about the Digital Marketing program. Financial aid advising is provided by the Financial Aid Specialist.

Additional services:
WSU Tech provides a variety of services to students designed to ensure they are successful in their educational pursuits. The Office of Academic Support and Information Services (OASIS) provides tutoring services to help students who need assistance with their college course work. Typical general education topics such as Math, English, and writing as well as technical topics such as blueprint reading and accounting, are available at multiple locations. The Health Hub provides tutoring services for the sciences. Other topics are provided via an online tutoring service. Career Services provides students with assistance in defining career goals, exploring personal interests, and career/general counseling. The Director of Disability Services coordinates services for students with disabilities. The OASIS provides library services. Databases available at WSU Tech locations include EBSCOhost and ProQuest and many others. Students can also access a number of databases by signing up for the Kansas Library Card. There is no charge for any of these services.

Physical facilities:
The Digital Marketing program will be housed at WSU South (3821 E Harry St Wichita KS 67218) which is scheduled to open in the January of 2019. There is ample space at this facility for the proposed program.

Instructional Equipment
No additional equipment needs to be purchased for this program beyond what is already available through the IT and/or Instructional Technologies and Academic Support (ITAS) department. The college has institutional licensing for specialized software (Adobe Suite, Camtasia) that faculty will use for instructional development and delivery. The partnership with WSU Shocker Studios provides WSU Tech faculty/students access to the state of the art multi-media equipment needed for digital content creation.

Instructional Materials: The proposed program will be allocated a budget from the general fund. Associated materials fees paid by the student are listed below. The fees will allow WSUTech to pay for students versions of Adobe Suite software and third party publisher content needed to produce quality multi-media content and web sites.

Couse Number	Course Title	Associated Materials Fee
DMK 110	Introduction to Media Arts	$45.00
DMK 120	Basic Digital Editing	$45.00
DMK 130	Digital Marketing Strategy	$45.00
DMK 135	Introduction to Web Development	$45.00
DMK 140	Introduction to Video Production	$45.00
DMK 155	Website Production & Management	$45.00
DMK 150	Search Engine Optimization & Marketing	$45.00
DMK 160	Introduction to Analytics	$45.00
DMK 165	Digital Marketing Portfolio	$45.00
DMK 170	Digital Marketing Capstone	$45.00
DMK 175	Digital Marketing Internship	$45.00
BUS 140	Principles of Marketing	$0.0
PDV 105	Blueprint for Personal Success	$30.00
BUS 135	Introduction to Public Relations	$0.0
OPM 115	Introduction to Project Management	$0.00
General Education	18 Credits	$0.0

Provide detail on **CA-1a form.**

See Appendix B

Describe any grants or outside funding sources that will be used for the initial start-up of the new program and to sustain the proposed program.

N/A

Program Review and Assessment

Describe the institution's program review cycle.

The Digital Marketing program will go through the same program review and assessment processes that are used for all other programs throughout the college. The program outcomes and competencies are formulated into the World Wide Instructional Design (WIDS) system. Students will be regularly evaluated throughout the program for mastery of knowledge and technical skills. Assessment tools include written exams, demonstrations, projects, and other evaluation techniques. They will also be contacted to complete the WSU TECH Follow-up Study that rates various aspects of the program. This process is completed by the faculty. Data from WIDS is compiled and utilized by the programs to identify their strengths and challenges. They are also used to verify student learning and plan for future instructional improvements. Faculty will then make curricular revisions as indicated by data. In the case of a non-aligned program, this would include changes to outcomes, competencies, content, instruction, resources, and other curricular activities. Supplemental data is also collected through student course and program evaluations, student satisfaction surveys, student and employer assessment surveys, and graduate placement statistics.

A program Industry Advocate Team (IAT) will annually review program content, admission requirements, equipment, program outcomes, objectives, and competencies, and receive information regarding program performance yearly. Information from these meetings will guide faculty regarding industry needs and provide assurance that the knowledge and skills they are teaching is what is needed by industry. In addition, any state aligned curriculum approved by KBOR will be implemented.

Each program conducts a formal review to ensure that its objectives and competencies are being achieved, and that there is a level of accountability in place. These reviews take place on a three cycle. The program review takes into account all of the information produced about the program and brings it together in one evaluation. The program review allows programs and departments to identify their strengths, pinpoint areas for improvement, and discuss other resources that impact their area. The structure of program review is very much like a program self-study. Each program review is made up of six major components: program information, curriculum, advisory committee, resources, program outcomes, and summary. For each area, faculty are required to describe or provide feedback on specific aspects, providing data and/or support documentation when available. Faculty complete the program review documentation and submit it to the appropriate Dean for review. After any necessary adjustments are completed the program review is submitted to the Program Review Committee which is made up of both Academic Vice Presidents and the Dean of Academic Services. After reviewing the documentation the Program Review Committee meets with the program leadership defines a course of action that they would like to take to improve the program based on recommendations within the program review, from the Vice President and the rest of the faculty.

Program Approval at the Institution Level

Provide copies of the minutes at which the new program was approved from the following groups:

Board	Approval Date
Program Advisory Board	7/25/2018
Faculty Senate	8/15/2018
WSU Tech Board of Trustees	8/17/2018

See Appendix C for minutes

Appendix A

Partnership Agreement between

Wichita State University Campus of Applied Sciences and Technology and Lee Media Group

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and ***Lee Media Group*** to provide support and opportunities outlined in this document for the Digital Marketing program and publicly support this program for WSU Tech students.

Background

This MOU serves as notification that ***Lee Media Group*** believes there is a need to develop a talent pool in our industry in Digital Marketing. This partnership outlines opportunities for our organization to support WSU Tech. The opportunities are membership in the Industry Advocate Team, applied learning opportunities, and/or various aspects of support that are designed to increase the workforce by removing barriers for individuals getting trained for this workforce.

Purpose

This MOU will establish the role of and scope of agreed involvement for ***Lee Media Group*** in regards to the Digital Marketing program. Involvement and participation is defined by supporting the following goals set out below.

Support will be accomplished by ***Lee Media Group*** undertaking the following activities in these critical areas:

Business / Industry Partner will (check the appropriate box):

- ☑ Provide a guaranteed interview to graduates of program(s) _____ with exit points (up to 3 times a year) at one of WSU Tech Campuses or at ***(Employer Partner)*** facility.
- ☑ Participate in outreach, coordination, and retention campaigns/events for enriching, sourcing, and securing viable Digital Marketing. The opportunity for employers to engage in networking events, industry advocate team meetings, focus groups on retention and recruitment for students.
- ☑ Provide up to date job descriptions, credential requirements, and application instructions for positions ***(Employer Partner)*** actively recruits candidates for.
- ☑ Provide constructive feedback to graduates who are interviewed when appropriate.
- ☑ Provide information regarding hiring requirements/trends or changes in requirements to WSU Tech.
- ☑ Refer denied applicants from ***(Employer Partner)*** to training at WSU Tech and the Digital Marketing program when appropriate.

This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and *lee Media Group* to provide Applied Learning opportunities for _____ program(s) and publicly support experiential learning for WSU Tech students.

Contact Information and Signatures

(Employer Partner)

Partner Representative Name:

Position:

Address:

Telephone:

Fax:

E-mail:

Signature mlee

Date: 8/21/2018

WSU Tech

WSU Tech Representative Name: Pam Doyle

Position: Vice President, General Education and Health Sciences

Address: 3821 E. Harry. Wichita, KS 67218

Telephone: 316.677.9531

E-mail: pdoyle@wsutech.edu

Signature Pam Doyle

Date:

- ☑ Actively host students in applied learning activities such as internship or independent study options for this program.
- ☑ If necessary provide industry expertise in curriculum guidance

Reporting of Outcomes

Reports and evaluation of the Digital Marketing program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually.

Funding

This MOU is not a commitment of funds, however the WSU Tech Foundation requests the ability to meet with corporate giving officers to further leverage this partnership. Your generous contribution will directly benefit students pursuing their academic goals. Your support through gifts to the foundation helps us make a difference in the lives of our students. Students select WSU Tech to receive training for the jobs that are most in demand by the community we live and work in. Over 95% of our students have secured job placement within six months of graduation and we partner with employers to equip our students with the relevant skills for jobs today and tomorrow.

Duration

This MOU is at-will and may be modified by mutual consent of authorized officials from WSU Tech and ***(Employer partner)***. This MOU shall become effective upon signature by the authorized officials from WSU Tech and ***(Employer partner)*** and will remain in effect until modified or terminated by any one of the partners by mutual consent.

Your generosity and partnership for the students of WSU Tech is greatly appreciated and we are honored to have you as a supporter and partner.

Notice of Nondiscrimination

The WSU TECH Board of Directors supports and complies with Title VI and Title VII of the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 and Amendments, The Americans with Disabilities Act, Title IX and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services and the Department of Education. It is the policy of the Board of Directors that no person in the United States (on the grounds of race, color, religion, sex, national origin, ancestry or disability) shall be excluded from participation in, denied the benefit of or otherwise subjected to discrimination under any program or activity of, or employment with WSU Tech. Persons with inquiries may contact the Human Resources Director at 4004 N. Webb Road Wichita, KS 67226 or by phone at 316.677-9500.

Legal Citation

Opportunities in Applied education & job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI:34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)

Partnership Agreement between

Wichita State University Campus of Applied Sciences and Technology and Copp Media

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and ***Copp Media*** to provide support and opportunities outlined in this document for the Digital Marketing program and publicly support this program for WSU Tech students.

Background

This MOU Serves as notification that Copp Media believes there is a need to develop a talent pool in our industry in Digital Marketing. This partnership outlines opportunities for our organization to support WSU Tech. the opportunities are membership in the Industry Advocate Team, applied learning opportunities, and/or various aspects of support that are designed to increase the workforce by removing barriers for individuals getting trained for this workforce.

Purpose

This MOU will establish the role of an scope of agreed involvement for Copp Media in regards to the Digital Marketing program. Involvement and participation is defined by supporting the following goals set out below.

Support will be accomplished by ***Copp Media*** undertaking the following activities in these critical areas:

Business / Industry Partner will (check the appropriate box):

- [x] Provide a guaranteed interview to graduates of program(s) _____ with exit points (up to 3 times a year) at one of WSU Tech Campuses or at ***(Employer Partner)*** facility.
- [x] Participate in outreach, coordination, and retention campaigns/events for enriching, sourcing, and securing viable Digital Marketing. The opportunity for employers to engage in networking events, industry advocate team meetings, focus groups on retention and recruitment for students.
- [x] Provide up to date job descriptions, credential requirements, and application instructions for positions ***(Employer Partner)*** actively recruits candidates for.
- [x] Provide constructive feedback to graduates who are interviewed when appropriate.
- [x] Provide information regarding hiring requirements/trends or changes in requirements to WSU Tech.
- [x] Refer denied applicants from ***(Employer Partner)*** to training at WSU Tech and the Digital Marketing program when appropriate.
- [x] Actively host students in applied learning activities such as internship or independent study options for this program.
- [x] If necessary provide industry expertise in curriculum guidance

Reporting of Outcomes
Reports and evaluation of the Digital Marketing program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually.

Funding
This MOU is not a commitment of funds, however the WSU Tech Foundation requests the ability to meet with corporate giving officers to further leverage this partnership. Your generous contribution will directly benefit students pursuing their academic goals. Your support through gifts to the foundation helps us make a difference in the lives of our students. Students select WSU Tech to receive training for the jobs that are most in demand by the community we live and work in. Over 95% of our students have secured job placement within six months of graduation and we partner with employers to equip our students with the relevant skills for jobs today and tomorrow.

Duration
This MOU is at-will and may be modified by mutual consent of authorized officials from WSU Tech and *Copp Media*. This MOU shall become effective upon signature by the authorized officials from WSU Tech and *Copp Media* and will remain in effect until modified or terminated by any one of the partners by mutual consent.

Your generosity and partnership for the students of WSU Tech is greatly appreciated and we are honored to have you as a supporter and partner.

Notice of Nondiscrimination

The WSU TECH Board of Directors supports and complies with Title VI and Title VII of the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 and Amendments, The Americans with Disabilities Act, Title IX and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services and the Department of Education. It is the policy of the Board of Directors that no person in the United States (on the grounds of race, color, religion, sex, national origin, ancestry or disability) shall be excluded from participation in, denied the benefit of or otherwise subjected to discrimination under any program or activity of, or employment with WSU Tech. Persons with inquiries may contact the Human Resources Director at 4004 N. Webb Road Wichita, KS 67226 or by phone at 316.677-9500.

Legal Citation

Opportunities in Applied education & job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI:34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)

This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and *Copp Media* to provide Applied Learning opportunities for _____ program(s) and publicly support experiential learning for WSU Tech students.

Contact Information and Signatures

(Employer Partner)

Partner Representative Name: Bonnie Knapp

Position: President

Address: 322 S Mosley, Wichita KS 67202

Telephone: 316 425-7062

Fax: 316 425-7047

E-mail: Bonnie@coppmedia.com

Signature Bonnie Knapp

Date: 8/14/18

WSU Tech

WSU Tech Representative Name: Pam Doyle

Position: Vice President, General Education and Health Sciences

Address: 3821 E. Harry. Wichita, KS 67218

Telephone: 316.677.9531

E-mail: pdoyle@wsutech.edu

Signature Pam Doyle

Date:

September 18, 2018

Sheree Utash, President
WSU Tech
4004 N Webb RD
Wichita, KS 67226

Dear President Utash,

Sullivan Higdon & Sink (SHS) is an *Ad Age* Agency of the Year and *Business Marketing* Agency of the Year, and our clients span the globe. Our roots, however, are in Wichita and we remain committed to Wichita and the region. And with more than 150 employees between our Wichita and Kansas City offices, we are constantly looking for fresh, talented individuals to Be Remarkable with us. Furthermore, it is our practice to prioritize and hire candidates with education and/or work experience in the digital arts and sciences.

It is for these reasons and more we support Wichita State University Tech's Digital Marketing program. We support this program by having a senior employee serving on the Industry Advocate Team (that's me!) and advising on curriculum. And as we are able, we commit to providing job descriptions and hiring requirement information to the program; hosting job shadow students; and speaking to classes. It will also go a long way in the process of deciding whom to interview for internship and full-time positions if the candidate has this program on his/her resume.

Thank you for the opportunity to lend our support to this important program. We appreciate WSU Tech's commitment to developing employer-informed programs and affirm your mission of training people for high-wage, high-demand jobs.

GO SHOX!

Jennifer Szambecki
Account Director

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Appendix B

KBOR Fiscal Summary for Proposed Academic Programs

CA-1a Form (2018)

Institution: Wichita State University Campus of Applied Science and Technologies
Proposed Program: Digital Marketing

IMPLEMENTATION COSTS

Part I. Anticipated Enrollment		Implementation Year		
Please state how many students/credit hours are expected during the initial year of the program?				
		Full-Time		Part-Time
A. Headcount:		10		10
Part II. Initial Budget		Implementation Year		
A. Faculty		Existing:	New:	Funding Source:
Full-time	#	$	$	
Part-time/Adjunct	# 1	$	$ 11,676.00	Student Tuition
		Amount		Funding Source
B. Equipment required for program		$00.00		All equipment provided through partnership with WSU
C. Tools and/or supplies required for the program		$0.0		
D. Instructional Supplies and Materials		$100.00		Program Budget
E. Facility requirements, including facility modifications and/or classroom renovations		$0.0		
F. Technology and/or Software		$		
G. Other *(Please identify; add lines as required)*				
Total For Implementation Year		11,776.00		Tuition and budget

Part I. Program Enrollment		Second and Third Years		
Please state how many students/credit hours are expected during the first two years of the program?				
		Full-Time		Part-Time
A. Headcount:		20		20
Part II. Ongoing Program Costs		First Two Years		
A. Faculty		Existing:	New:	Funding Source:
Full-time	#	$	$	
Part-time	# 2	$	$23,352.00	Student Tuition
		Amount		Funding Source
B. Equipment required for program		$ 0.0		All equipment provided through partnership with WSU
C. Tools and/or supplies required for the program		$0.0		
D. Instructional Supplies and Materials		100.00		Program Budget
E. Facility requirements, including facility modifications and/or classroom renovations		$0.0		
F. Technology and/or Software		$		
G. Other *(Please identify; add lines as required)*				

KBOR Fiscal Summary for Proposed Academic Programs

CA-1a Form (2018)

Total For Program Sustainability	$23,452.00	Tuition and budget

PROGRAM SUSTAINABILITY COSTS (Second and Third Years)

Please indicate any additional support and/or funding for the proposed program:

Submit the completed document to the following:

Director of Technical Programs & Curriculum
Kansas Board of Regents
1000 SW Jackson, Ste. 520
Topeka, KS 66612-1368

Appendix C

From: Vrenda Pritchard
To: Trish Schmidt
Cc: Pam Doyle; Scott Lucas PhD
Subject: RE: Meeting for Faculty Senate cancelled but we have a digital vote
Date: Wednesday, August 15, 2018 8:25:45 AM

Trish,

Of the eight voting members of the Faculty Senate, 7 were yes and 1 did not reply or submit a vote. I would say that the programs have passed approval from the Faculty Senate.

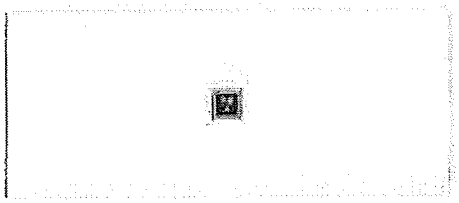
If you need anything further from us, let me know.

From: Trish Schmidt
Sent: Tuesday, August 14, 2018 3:31 PM
To: Vrenda Pritchard <vpritchard@wsutech.edu>
Subject: RE: Meeting for Faculty Senate cancelled but we have a digital vote

Hi Vrenda – both very good questions,

I have added my responses to the document (bolded and underlined).

Trish Schmidt
Dean, Academic Services
National Center for Aviation Training | 4004 N. Webb Road | Wichita, KS 67226
PSchmidt@wsutech.edu | **Tel 316.677.9550** | www.WSUTECH.edu



From: Vrenda Pritchard
Sent: Tuesday, August 14, 2018 3:08 PM
To: Trish Schmidt <PSchmidt@wsutech.edu>
Subject: RE: Meeting for Faculty Senate cancelled but we have a digital vote

Trish,

Here are the two questions that came up in the responses from Faculty Senate.

Thanks,

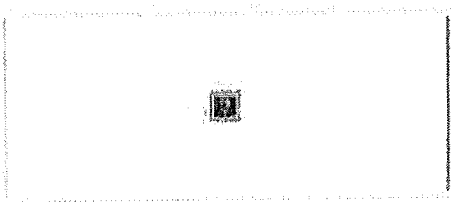
From: Trish Schmidt
Sent: Tuesday, August 14, 2018 2:55 PM
To: Pam Doyle <pdoyle@wsutech.edu>; Scott Lucas PhD <SLucas@wsutech.edu>
Cc: Vrenda Pritchard <vpritchard@wsutech.edu>
Subject: Meeting for Faculty Senate cancelled but we have a digital vote

Hi there,

Just got off the phone with Vrenda. Faculty are not able to attend the meeting tomorrow however they have provided votes for both programs. Vrenda is going to send me the few questions they did have so I can respond. Additionally, Vrenda will be sending an email indicating Faculty Senate met via email and voted to approve both the ACP and DMK programs

Let me know if you have any issues or concerns.

Trish Schmidt
Dean, Academic Services
National Center for Aviation Training | 4004 N. Webb Road | Wichita, KS 67226
PSchmidt@wsutech.edu | **Tel 316.677.9550** | www.WSUTECH.edu



IAT Internet Marketing Agenda

WSU Tech
July 25th 2018
WSU South, 3821 E. Harry

I. Introduction of members and guests *(Pam)*

Mia Lee, Justin Rorabaugh, Brianna Anderson, Todd Ramsey, Marc Zwygart, Pam Doyle, Matt Vogt, Trish Schmidt, Many Fouse, Brody Latham, Whitney Lancaster

II. Program Updates *(Pam)*

It was decided by the group to update the program name to Digital Marketing.

a. Curriculum Review

110 Introduction to Media Arts: No Changes

120 Basic Digital Editing: Move course to hybrid – 2 hours of lecture and one lab for total of 60 hours

130 Internet Marketing Strategy:

- change name to Digital Marketing Strategy
- 2.4 – put " around Audiences live
- 4.3 and 4.4 change strategy to plan

140 Introduction to Video Production: No Changes

150 Search Engine Optimization & Marketing

- Change the name for the pre req
- Remove outcome 3
- Remove outcome 4
- Move outcome 5 to a competency for outcome 1
  - Remove the competencies associated with outcome 5
- Add outcome: Student will understand how the SEO is related ot overall digital strategy
  - Social
  - Paid Digital medial
  - Content creation

155 Website Production & Management

- Change the name for pre req
- No other changes called out. However, MIA will be developing a new course for the program (see note below for Introduction to Web Programming) and will review content of this course and determine if anything should move the new course. Trish and Mia will communicate on this issue

160 Introduction to Analytics

- Update prefix
- No other changes

For the following course, Trish reviewed with the group that the outcomes and competencies were created to meet the standard of the college for these types of courses. Outcomes/competencies were tweaked only with program/course names

160 Internet Marketing Portfolio

- Change name to reflect digital marketing
- Change prefix of all pre req's
- Update description and outcomes with digital marketing

170 Internet Marketing Capstone

- Change name to reflect digital marketing
- Change prefix of all pre req's
- Update description and outcomes with digital marketing

175 Internet Marketing Internship

- Change name to reflect digital marketing
- Change prefix of all pre req's
- Update description and outcomes with digital marketing

BUS 135 Introduction to Public Relations

- No changes

ENG 205 Introduction to Creative Writing

- Remove the Introduction to Creative Writing with a course that is focused on writing for digital/social media and provides the creative process. An example would be Introduction to Journalism

Introduction to Web Programming

- Remove the Introduction to Web Programming and replace it with new course called Introduction to Web Development.
- This course will include:
- The basics of CMS, PSS, CSS and PHP
- Hosting and buying a domain
- Overview of CMS
- Mia Lee indicated she would write the class under a normal course development contract. Trish and Pam will get the contract to her.

A voice vote was taken for the curriculum changes above and were approved by the committee.

b. Sharing of labs and equipment
    i. Pam and Justin agreed equipment and rooms would be shared when WSU students are not utilizing them.

III. New Business

a. The group reviewed the program description and made adjustments.

The Digital Marketing Program provides graduates with the skills necessary to succeed in the specialized realm of digital commerce. The program coursework combines traditional marketing skills with the specialized technical skills required to develop first-class digital marketing content. In scenario-based course work students will create and apply digital marketing strategies that reflect real-world situations. Topics will include digital strategy, web development, and analytics as well as digital marketing, multimedia, SEO, and SEM techniques. All students will graduate with a professional portfolio, and students enrolled in the Associate of Applied Science degree program will participate in an internship/capstone course while completing 15 hours of general education.

b. The group reviewed the program level outcomes to ensure they meet the needs of the program

Group indicated we should add

- The Student will demonstrate the skills associated with web site development and management
- The Student will demonstrate the necessary skills to effectively participate in the Google Analytics Certification

Group indicated we should remove

- Compare and contrast the appropriateness of major digital marketing channels against marketing strategies

Motion to Approval Changes:

a. First Motion: Todd Ramsey
b. Second: Justin Rorabaugh

Changes were endorsed/approved by a unanimous group voice vote.

Pam ended asking about letters of support. Pam informed the group WSU Tech would need three official letters of support. Trish will provide copies of current letters of support to be provided to the IAT members.

IV. Industry Trends, Opportunities, & Challenges

V. Date for fall meeting TBD

VI. Motion to Adjourn
   c. First Motion: Todd Ramsey
   d. Second: Brianna Anderson

WSU Tech Board of Trustees
Email Vote
Friday, August 17, 2018

	The WSU Tech Board of Trustees, held a special email vote on an action item needed to be addressed on Friday, August 17, 2018.
Public Communication	N/A
Roll Call	Board members present: Matt Hesse — Meredith Olson Cindy Hoover — Suzanne Scott Pete Meitzner — Jim Walters Michael O'Donnell — Lyndon Wells John O'Leary
Report	Email approval needed in order to submit the proposal for the new programs Digital Marketing and Process Mechanic Painter to Kansas Board of Regents. **Digital Marketing** Associate of Applied Science (60 Credits) Technical Certificate (41 credits) The Digital Marketing Program provides graduates with the skills necessary to succeed in the specialized realm of digital commerce. The program coursework combines traditional marketing skills with the specialized technical skills required to develop first-class digital marketing content. In scenario-based coursework students will create and apply digital marketing strategies that reflect real-world situations. **Process Mechanic Painter** Technical Certificate (18 credits) In order to meet the needs of manufacturers who have indicated a significant shortage of paint and coatings workers, WSU Tech is proposing a shortened version of the Aerospace Coatings and Paint program to provide a pathway to employment. This new short-term program will be 8 weeks in length with 6 of those weeks providing students the following Coatings and Paint skills. Digital Marketing and Process Mechanic Painter programs were approved by the WSU Tech Board of Trustees through an email vote. Motion carried: 9-0 approved through email vote

Approved: _____ Signature _____ Dated