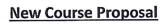
Curriculum Committee





School or Division	School of Business and Technology		
Program or Certificate	AS-Business Administration and Management		
Proposed by (faculty only)	William Van Glabek and Leroy Bugger		
Presenter (faculty only)	Leroy Bugger		
Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or			
the proposal will be returned to the School or Division and must be submitted for a later date.			
Submission date	11/8/2019		
Course prefix, number, and title	MAR 2644 Data Based Marketing		
All Curriculum proposals require approval of the Curriculum Committee and the Provost. Final approval			
or denial of a proposal is reflected on the	completed and signed proposal.		
Approve	☐ Do Not Approve		
Mary & Myers Curriculum Committee Chair Signature	12/10/19		
Curriculum Committee Chair Signature	Date		
■ Approve	☐ Do Not Approve		
Approve	12-12-19		
Provost Signature	Date		
All Curriculum proposals require review by the Office of Accountability & Effectiveness.			
Reviewed			
Dina and	1/6/2020		
Office of Accountability & Effectiveness Si	gnature Date		

Section II, New Course Information (must complete all items)

List course prerequisite(s) and minimum grade(s) (must include minimum grade if higher than a "D").	None	
Provide justification for the proposed prerequisite(s).	NA .	
Will students be taking any of the prerequisites listed for this course in different parts of the same term (ex. Term A and Term B)?	No	
List course co-requisites.	None	
Provide justification for the proposed co- requisite(s).		
Is any co-requisite for this course listed as a co- requisite on its paired course? (Ex. CHM 2032 is a co-requisite for CHM 2032L, and CHM 2032L is a co-requisite for CHM 2032)	No	
Course credits or clock hours	3	
Contact hours (faculty load)	3	
Are the Contact hours different from the credit/lecture/lab hours?	No	
Select grade mode	Standard Grading (A, B, C, D, F)	
Credit type	College Credit	
Possible Delivery Types (Online, Blended, On Campus)	On Campus, Online	
Course description (provide below)		
This course provides a foundation for students to understand the core principles and tools of digital		
analytics and methods to improve business performance through digital measurement of sales,		
marketing, or other business data.		

Revised: 11/11, 6/12, 6/13, 7/14, 8/15, 8/16, 8/17, 5/18, 6/18;10/18;7/19

Copy and Paste the SCNS Course Profile Description below (http://scns.fldoe.org/scns/public/pb_index.jsp).

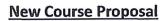
This course provides a foundation for students to understand the core principles and tools of digital analytics and methods to improve business performance through digital measurement of sales, marketing, or other business data.

ICS code for this course	ADVANCED AND PROFESSIONAL - 1.15.05 -	
	BUSINESS AND MANAGEMENT	
Institutional Reporting Code	11505 BUSINESS AND MANAGEMENT	
Degree Attributes	AS AS COURSE A JA PEN 1216119	
Degree Attributes (if needed)	Choose an item.	
Degree Attributes (if needed)	Choose an item.	
Degree Attributes (if needed)	Choose an item.	
Should any major restriction(s) be listed on this	No	
course? If so, select "yes" and list the appropriate major restriction code(s) or select	List applicable major restriction codes	
"no".		
Is the course an "International or Diversity Focus" course?	No, not International or Diversity Focus	
Is the course a General Education course?	No	
Is the course a Writing Intensive course?	No	
If Replacing a course, combining a Lecture/Lab	NA	
or splitting a C course – Is there a course		
equivalency?		
Is the course repeatable*?	No	
(A repeatable course may be taken more than one time for additional credits. For example, MUT 2641, a 3 credit hour course can be repeated 1 time and a student can earn a maximum of 6 credits). *Not the same as Multiple Attempts or Grade Forgiveness	If repeatable, list maximum number of credits	
Do you expect to offer this course three times or less (experimental)?	No	

mtg.

Revised: 11/11, 6/12, 6/13, 7/14, 8/15, 8/16, 8/17, 5/18, 6/18;10/18;7/19

Curriculum Committee



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School or Division	School of Business and Technology			
Program or Certificate	AS-Business Adm	inistration and Management		
Proposed by (faculty only)	William Van Glabe	ek and Leroy Bugger		
Presenter (faculty only)	Leroy Bugger			
Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or				
the proposal will be returned to the School or Division and must be submitted for a later date.				
Submission date	11/8/2019			
Course prefix, number, and title	MKA 2701 Visual	Informatics		
All Curriculum proposals require approval of the Curriculum Committee and the Provost. Final approval				
or denial of a proposal is reflected on the				
☐ Approve		Do Not Approve		
Curriculum Committee Chair Signature		Date		
☐ Approve		Do Not Approve		
Provost Signature		Date		
All Curriculum proposals require review by the Office of Accountability & Effectiveness.				
☐ Reviewed				
Office of Accountability & Effectiveness Si	anature	Date		