



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

10/18/2023

Institution

Fontbonne University

Site Information

Implementation Date:

8/15/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Fontbonne University, 6800 Wydown Boulevard, St. Louis, MO, 63105-3098

CIP Information

CIP Code:

521404

CIP Description:

A program that prepares individuals to develop a digital marketing plan and integrate marketing, advertising, sales, and logistics across physical and digital channels. Includes instruction in digital marketing, e-commerce, online consumer psychology, search engine optimization, social media marketing, and web analytics. Examples: [Digital Innovation in Marketing]

CIP Program Title:

Digital Marketing

Institution Program Title:

Digital Marketing

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

none



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Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Fontbonne is accredited by the Higher Learning Commission (HLC) and complies with HLC minimum faculty qualifications. In particular, faculty generally must have a degree in the discipline that is one level higher than offered. In doctoral programs, faculty must have a terminal degree and demonstrate research and accomplishments commensurate with a doctoral program. In some cases, we will also hire faculty that do not meet these criteria but do meet the “tested experience” criteria that we developed to comply with the HLC criteria.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

While this may vary depending on the year and the exact courses chosen by students (including general education courses), we estimate at least 60% of courses will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:

All Fontbonne faculty are expected to be up-to-date on their discipline. Full-time faculty, as part of the annual review process, are expected to document professional activities and innovation in the classroom that improves student learning. Fontbonne maintains a low student to faculty ratio, and all faculty have extensive student contact

Student Enrollment Projections Year One-Five

Year 1	Full Time: 3	Part Time: 0	
Year 2	Full Time: 3	Part Time: 0	
Year 3	Full Time: 3	Part Time: 0	Number of Graduates: 1
Year 4	Full Time: 3	Part Time: 0	
Year 5	Full Time: 3	Part Time: 0	Number of Graduates: 3

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

not applicable

Program Structure

Total Credits:

120

Residency Requirements:

n/a



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General Education Total Credits:

42

Major Requirements Total Credits:

75

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MTH 115	3	Introduction to Statistics
MGT 330	3	Management & Business Ethics
BSA 310	3	International Business
MKT 206	3	Email Marketing
FIN 310	3	Managerial Finance
ENG 201	3	Business Writing
MKT 460	3	Marketing Management
CIS 110	3	Computer Applications: Spreadsheets
MKT 356	3	Digital Marketing Analytics
MKT 210	3	Marketing Principles
CIS 216	3	Programming for Everyone II
MKT 406	3	Viral and Organic Growth
MGT 350	3	Production/Operations Management
BSA 210	3	Business Law
MGT 210	3	Management Principles
ACT 220	3	Managerial Accounting
MKT 325	3	Social Media Management
CIS 176	3	Programming for Everyone I
ABA 410	3	Spreadsheet Analytics
MKT 306	3	SEO/SEM
ACT 210	3	Financial Accounting
MKT 340	3	Consumer Behavior
MKT 410	3	Marketing Research
BSA 250	3	Business Mathematics
BSA 100	0	Business Components Assessment
ECN 220	3	Principles of Microeconomics
BSA 499	0	Undergraduate Business Assessment

Free Elective Credits:

3



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Internship or other Capstone Experience:

Successful completion of the capstone course.

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Fontbonne University 2023-2024 Undergraduate and Graduate Catalog

Digital Marketing, B.S.

The Bachelor of Science in Digital Marketing major will provide students with the skills necessary to live on the cutting edge of new digital marketing strategies. The curriculum was developed with input from multiple Fortune 500 companies to identify the key areas of expertise needed for students to be successful within marketing roles in the modern workforce. Primary areas of emphasis include SEO, analytics, and social media strategy, as well as courses in programming, which address the need for marketers to be able to scrape data and perform more complex marketing campaigns. Graduates of the program will be equipped with the analytical and critical thinking skills necessary to function in the marketing domain, as well as the ability to successfully build and run digital marketing initiatives.

Business Core (36 Credits)

- [ABA 410 - Spreadsheet Analytics](#) **Credit(s): 3**
- [ACT 210 - Financial Accounting](#) **Credit(s): 3**
- [ACT 220 - Managerial Accounting](#) **Credit(s): 3**
- [BSA 100 - Business Components Assessment](#) **Credit(s): 0**
- [BSA 210 - Business Law](#) **Credit(s): 3**
- [BSA 250 - Business Mathematics](#) **Credit(s): 3**
- [BSA 310 - International Business](#) **Credit(s): 3**
- [BSA 499 - Undergraduate Business Assessment](#) **Credit(s): 0**
- [ECN 220 - Principles of Micro Economics](#) **Credit(s): 3**
- [FIN 310 - Managerial Finance](#) **Credit(s): 3**
- [MGT 210 - Management Principles](#) **Credit(s): 3**
- [MGT 330 - Management and Business Ethics](#) **Credit(s): 3**
- [MGT 350 - Production/Operations Management](#) **Credit(s): 3**
- [MKT 210 - Marketing Principles](#) **Credit(s): 3**

Digital Marketing Core (30 Credits)

- [MKT 410 - Marketing Research](#) **Credit(s): 3**
- [MKT 325 - Social Media Management](#) **Credit(s): 3**
- [MKT 340 - Consumer Behavior](#) **Credit(s): 3**
- [MKT 406 - Viral and Organic Growth](#) **Credit(s): 3**
- [MKT 206 - Email Marketing](#) **Credit(s): 3**
- [MKT 306 - SEO/SEM](#) **Credit(s): 3**
- [MKT 356 - Digital Marketing Analytics](#) **Credit(s): 3**
- [MKT 460 - Marketing Management](#) **Credit(s): 3**

- [CIS 176 - Programming for Everyone I](#) **Credit(s): 3**
- [CIS 216 - Programming for Everyone II](#) **Credit(s): 3**

Courses Required in Other Disciplines (9 Credits)

- [CIS 110 - Computer Applications: Spreadsheet](#) **Credit(s): 3**
 - [ENG 201 - Business Writing](#) **Credit(s): 3**
 - [MTH 115 - Introduction to Statistics](#) **Credit(s): 3**
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