Course Addition

1. Course Title: Internet/ECommerce Marketing

2. Pre-requisite(s):
   *LEC: 3.00
   *LBC w/ cr: 0.00
   *LNC w/no cr: 0.00
   Clinical: 0.00
   Practicum: 0.00
   Credits: 3.00

3. Semester to be Implemented: Fall, 2010
   Day ☒
   Extended Day ☐
   Grade type: Regular

4. Cost Code: TEC102
   Lab Fee: 0
   Additional Fees: $25
   Potential WLF: 3.00

Explanation of Fees: The fees are standard CIT infrastructure support fees.

5. Is this course designed for a specific group? Yes
   Who? CIT or Business students

6. Catalog Description: ☐ Now in Print, or ☒ Proposed Below:

   New technologies and the Internet are expanding and changing the marketing and advertising industries. Marketers, using advanced technologies, have new ways to target and reach customers. This course uses lecture, hands-on experiences, case studies, and guest speakers to explore the impact of new technologies on marketing information intensive products and services on the Internet.

7. Course justification (attach sheets if needed):

   IT3550 fills a unique niche within the current DSC Marketing department offering (Internet Marketing) and we have visited with Phil Lee about the course and he is enthusiastic about it.

8. Are library resources adequate to support this change? Yes
   If not, how are those resources to be acquired?

9. Are technical and other resources available? Yes
   If not, how are those resources to be acquired?

10. Relationship to the curriculum: Would the course fill a G.E. requirement? No
    If yes, which G.E. area?
    If it does not fill a G.E. requirement, would the course offer elective credit? Yes

11. Transferability of the course: List comparable courses at other colleges and universities:

<table>
<thead>
<tr>
<th>G.E.</th>
<th>Elective</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prefix &amp; Num.</th>
<th>Institution</th>
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<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>Marketing in the Information Age</td>
<td>3</td>
<td>MKTG 6300</td>
<td>U of U</td>
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<tr>
<td>☐</td>
<td>☐</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
<td>BusM 568</td>
<td>Other . .</td>
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<tr>
<td>☐</td>
<td>☐</td>
<td>Applied Marketing Analytics</td>
<td>4</td>
<td>MKTG 365</td>
<td>Other . .</td>
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</tbody>
</table>

Approval Signatures:

Department Chair: [Signature]  Date: 22 Mar 2010

Associate Dean/Dean: [Signature]  Date: 3/22/2010

Curriculum Chair: __________________________    Date: _______
Course Change Form

Date of Request: March 19, 2010
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Academic VP: ________________________________ Date: ________