# Proposal Title: Professional E-Commerce Marketing Certificate

**Initiating Unit or Individual:** MKTG Department  
**Contact Person’s Name:** Susan Jones  
**E-mail:** joness@ferris.edu  
**Phone:** X 2426  
**Date or Term of Proposal Implementation:** Fall 2012

- [ ] Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- [ ] Group I - B – New minors or concentrations
- [ ] Group II - A – Minor curriculum clean-up and course changes
- [ ] Group II - B – New Course
- [x] Group III - Certificates
- [ ] Group IV – Off-Campus Programs

<table>
<thead>
<tr>
<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
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</thead>
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<td>Program Faculty</td>
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<td>1/23/12</td>
<td>[3] Support, 0 Support with Concerns, 0 Not Support</td>
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<td>Department Faculty</td>
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<td>1/31/12</td>
<td>[9] Support, 0 Support with Concerns, 0 Not Support</td>
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<td>2/15/12</td>
<td>[6] Support, 0 Support with Concerns, 0 Not Support</td>
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<td>2/24</td>
<td>1 Support, 0 Support with Concerns, 0 Not Support</td>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

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**To be completed by Academic Affairs**

<table>
<thead>
<tr>
<th>President (Date Approved)</th>
<th>Board of Trustees (Date Approved)</th>
<th>President’s Council (Date Approved)</th>
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<tbody>
<tr>
<td></td>
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<td>FEB 24 2012</td>
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1. **Proposal Summary**

The 100% Online Professional E-Commerce Marketing Certificate is designed as a non-degree-related program to be offered to working professionals as a stand-alone, professional development option. As such, the prerequisite of MKTG 321 and/or AIMC 300 can be waived for marketing practitioners who already hold a degree or who have 3-5 years' marketing experience. Working professionals often take one or two e-commerce classes online at Ferris State in order to update their skills. This option would formalize the opportunity for such individuals to earn a certificate while taking classes they want without regard to prerequisites they do not need. The certificate advisor will interview prospective students to determine their eligibility to have the MKTG 321 and/or AIMC 300 prerequisite waived. Initially it is expected that students seeking this certificate will help fill classes already running, closer to their caps. Eventually, the certificate may generate enough demand for additional sections of classes. The Marketing Department has sufficient staffing to meet present and anticipated demand without additional hiring required. No additional classroom or library resources are needed for this certificate.

**Professional E-Commerce Marketing Certificate Assessment**

- Demonstrate understanding of basic concepts of e-commerce marketing including online branding, convergence of online and offline media, one-to-one targeting, database integration, and media planning and buying
  
  ASSESSMENT: Group projects and homework assignments
  RELEVANT COURSE(S): ECOM 383, ECOM 375

- Formulate and execute e-commerce marketing tools including Google AdWords, Google Analytics, e-mail marketing, mobile/text marketing, and social media
  
  ASSESSMENT: Hands-on individual projects; final class projects
  RELEVANT COURSE(S): ECOM 383, ECOM 375

- Execute a final project that integrates the seven proven business-to-business Internet marketing strategies presented in ECOM 375.
  
  RELEVANT COURSE(S): ECOM 375

- Apply E-Commerce concepts in two related classes
  
  RELEVANT COURSE(S): Students’ choice of two from the following: AIMC 375, MKTG 321, MKTG 383, GRDE 228

2. **Summary of All Course Action Required***

   a. **Newly Created Courses to FSU:**
      
      Prefix  Number  Title

   b. **Courses to be Deleted From FSU Catalog:**
      
      Prefix  Number  Title
c. Existing Course(s) to be Modified:
Prefix  Number  Title


d. Addition of existing FSU courses to program
Prefix  Number  Title
ECOM  375  Business-to-Business E-Commerce Marketing
ECOM  383  Business-to-Consumer E-Commerce Marketing
Elective – Pick (2) two
AIMC  375  Business-to-Business Advertising/IMC
GRDE  228  Interactive Media Development
MKTG  321  Principles of Marketing
MKTG  383  Direct Marketing


e. Removal of existing FSU courses from program
Prefix  Number  Title


3. Summary of All Consultations
Form Sent (B or C)  Date Sent  Responding Dept.  Date Received & by Whom


4. Will External Accreditation be Sought? (For new programs or certificates only)

_________ Yes  _____X_____ No

If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
# Ferris State University – College of Business

Marketing Department

Professional E-Commerce Marketing Certificate (100% ONLINE) – 12 CREDITS

(For non-degree seeking students with professional experience)

**NAME:** __________________________  **ID#:** ______________  **MAJOR:** __________________________

<table>
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<tr>
<th>REQUIRED</th>
<th>COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ()</th>
<th>S.H.</th>
<th>GRADE</th>
<th>GR. PTS.</th>
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<tbody>
<tr>
<td>*ECOM  375</td>
<td>Business-to-Business E-Commerce Marketing (MKTG 321**)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*ECOM  383</td>
<td>Business-to-Consumer E-Commerce Marketing (MKTG 321**)</td>
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</table>

**ELECTIVE COURSES - 6 Credits Required – Choose any two courses below in consultation with program faculty:**

| *AIMC  375 | Business-to-Business Advertising/IMC (AIMC 300**, and Junior Standing) | 3 | | |
| *GRDE 228 | Interactive Media Development | 3 | | |
| *MKTG  321 | Principles of Marketing (Sophomore Standing) | 3 | | |
| *MKTG  383 | Direct Marketing (AIMC 300**, MKTG 321**) | 3 | | |

*Course is offered on-line – see course offering sheet for semesters available online.

**MKTG 321 and/or AIMC 300 pre-requisite may be waived for working professionals

**NOTE:** All 12 credits in this certificate must be earned from Ferris State University

**PROCEDURE:**

1. To pursue this certificate, the student, in consultation with the certificate advisor, Susan Jones, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Susan Jones**

at (231) 591-2468, BUS 356, or the Marketing Department at (231) 591-2426, BUS 212

**NOTE:** A 2.00 cumulative GPA is required for completion of the Prof. E-Commerce Marketing certificate

Student: ___________________________________________  Date: _____________

Advisor: ___________________________________________  Date: _____________

MKTG Dept. Head: ___________________________________  Date: _____________

*Effective Fall 2012*
Outcomes and Assessment for Prof. E-Commerce MKTG Certificate

- Demonstrate understanding of basic concepts of e-commerce marketing including online branding, convergence of online and offline media, one-to-one targeting, database integration, and media planning and buying

  ASSESSMENT: Group projects and homework assignments
  RELEVANT COURSE(S): ECOM 383, ECOM 375

- Formulate and execute e-commerce marketing tools including Google AdWords, Google Analytics, e-mail marketing, mobile/text marketing, and social media

  ASSESSMENT: Hands-on individual projects; final class projects
  RELEVANT COURSE(S): ECOM 383, ECOM 375

- Execute a final project that integrates the seven proven business-to-business Internet marketing strategies presented in ECOM 375.

  RELEVANT COURSE(S): ECOM 375

- Apply E-Commerce concepts in two related classes

  RELEVANT COURSE(S): Students’ choice of two from the following: AIMC 375, MKTG 321, MKTG 383, GRDE 228
Dear Maureen:

Thank you for this question. Since I was the initiator of this new certificate, Sandy Alspach contacted me and asked me to respond to your question.

The new Professional E-Commerce Marketing Certificate does NOT replace the original E-Commerce Marketing Certificate.

The Professional E-Commerce Marketing Certificate is intended only for non-degree-seeking individuals who are working in (or hope to work in) the direct and interactive marketing business. It will be promoted only to new audiences (practitioners, non-traditional working adults, or adults who are looking for some re-training to be ready for new job opportunities.) It is more of a "pick and choose" certificate where registrants pick the four classes that will do them them the most good. If they can prove professional competence, they do not have to take Principles of Marketing, for example. This certificate was originally suggested to us by Don Green and Jennifer Hegenauer, as something that could be well-marketed through Extended Learning. Since this certificate is 100% online, I am working with Deb Thalner and her team to develop a marketing plan for it.

The E-Commerce Marketing Certificate is intended for regular undergraduates as an enhancement to degrees such as Advertising/IMC, Marketing, Music Industry Management, Public Relations, etc. Regular undergraduates will not be permitted to sign up for the Professional E-Commerce Marketing Certificate. Regular undergraduates will be required to have all prerequisites demanded by the E-Commerce Marketing Certificate. The E-Commerce Certificate is available 100% online, but it does not have to be taken online -- most of its classes are offered regularly face-to-face as well.

I hope this helps make the situation clear. Both certificates must remain active in order to fulfill our intention in the Marketing Department and that of the College of Business CCC and the UCC.

Please let me know if you need anything else.

Sincerely,
Susan

Susan K. Jones
Professor of Marketing
Ferris State University
Ferris phone: (231) 591-2468
Ferris fax: (231) 591-3521
Home office: (616) 458-0305
alternate e-mail: sjones9200@aol.com
Twitter: @sjones9200

-----Forwarded by Susan K Jones/FSU on 03/09/2012 09:28AM-----
To: Susan K Jones/FSU@FERRIS
From: Sandra L Alspach/FSU
Date: 03/08/2012 05:50PM
Subject: Fw: Curriculum proposal

Susan,

Sorry we didn't catch this redundancy in UCC. Can you clarify for Academic Affairs, please?

-----Forwarded by Sandra L Alspach/FSU on 03/08/2012 05:49PM-----
To: David Nicol/FSU@FERRIS
From: Maureen Milzarski/FSU
Date: 03/08/2012 04:53PM
Cc: Laine Mitchell/FSU@FERRIS, Donald Flickinger/FSU@Ferris, Sandra L Alspach/FSU@FERRIS
Subject: Curriculum proposal

Good afternoon!

We received in our office the curriculum proposal titled: Professional E-Commerce Marketing Certificate. Since we already have an E-Commerce Marketing Certificate, I wondered if the original one will be closed and replaced with the new proposed certificate.

The existing certificate information can be found in the catalog: http://catalog.ferris.edu/programs/345/

Maureen Milzarski | Administrative Secretary to the Associate Provosts
Ferris State University | Office of the Provost and Vice President for Academic Affairs
1201 S. State St. - CSS 310F | Big Rapids, MI 49307
(231) 591-3532 office - (231) 591-3592 fax | Academic Affairs website