



Course Addition

Originator: Eric Pedersen

Department: CIT

Replacement Course ID:

- Course Title: **Internet/ECommerce Marketing** Prefix & Num. **IT 3550**
- Pre-requisite(s): Co-requisite(s): Instructor permission required: **No**  
 Class Hours/Week: \*LEC: **3.00** \*LBC w/cr: **0.00** \*LNC w/no cr: **0.00** Credits: **3.00**  
 Clinical: **0.00** Practicum: **0.00** Independent Study: **0.00**
- Semester to be Implemented: **Fall, 2010** Day  Extended Day  Grade type **Regular**
- Cost Code: **TEC102** Lab Fee: **0** Additional Fees: **\$25** Potential WLF: **3.00**  
 Explanation of Fees: **The fees are standard CIT infrastructure support fees.**
- Is this course designed for a specific group? **Yes** Who? **CIT or Business students**
- 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.**
- 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.**
- Are library resources adequate to support this change? **Yes** If not, how are those resources to be acquired?
- Are technical and other resources available? **Yes** If not, how are those resources to be acquired?
- 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**
- Transferability of the course: List comparable courses at other colleges and universities:

G.E.	Elective	Course Title	Credits	Prefix & Num.	Institution
<input type="checkbox"/>	<input type="checkbox"/>	Marketing in the Information Age	3	MKTG 6300	U of U
<input type="checkbox"/>	<input type="checkbox"/>	Entrepreneurial Marketing	3	BusM 568	Other ...
<input type="checkbox"/>	<input type="checkbox"/>	Applied Marketing Analytics	4	MKTG 365	Other ...

Approval Signatures:

Department Chair: Curtis J. La

Date: 22 Mar 2010

Associate Dean/Dean: Karen L. Bauer

Date: 3/22/2010

Curriculum Chair: \_\_\_\_\_

Date: \_\_\_\_\_



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## Course Change Form

Date of Request: March 19, 2010  
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Academic VP: \_\_\_\_\_

Date: \_\_\_\_\_