

Curriculum and Academic Planning Committee

Resolution—Minor in Digital Design Marketing

WHEREAS, The Visual Arts Department and the School of Business have found significant student interest in a Minor in Digital Design and Marketing, and

WHEREAS, This proposed minor would combine the technological skills of interactive web and digital media with the marketing acumen, and

WHEREAS, Business environments today are increasingly digitally-driven and are increasingly using using social media, graphic design, and interactive web applications, and

WHEREAS, Additional costs are minimal since theses courses are all currently offered, and

THEREFORE, BE IT RESOLVED

That the Senate approves the proposed Minor in Digital Design Marketing.

Approved by CAP for submission to Senate, March 11, 2016