

**Senate Policy 25-14  
M.S. in Digital Marketing**

Motion: To approve the Master of Science in Digital Marketing

Passed at the March 23, 2026 meeting of the Academic Senate



[Christina Smith \(May 26, 2026 16:02:15 PDT\)](#)

Christina Smith, PhD  
Chair, Academic Senate

05/26/2026

Date



Francelina Neto, PhD  
AVP of Academic Programs and Continuous Improvement

05/27/2026

Date



[Jessica Lavariega Monforti \(May 28, 2026 09:07:48 PDT\)](#)

Jessica Lavariega Monforti, PhD  
Provost

05/28/2026

Date



Sue Andrzejewski, PhD  
Interim President

06/03/2026

Date

# **Master of Science in Digital Marketing**

## **2b. Long Form - New Program Curriculum Proposal**

<b>General Catalog Information</b>
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**ALL submissions must meet the New Program Implementation Timeline.** Timelines for all approval processes can be found on the [Academic Programs website](#).

## **\*\* Instructions: read before beginning \*\***

Note: For more detailed instructions, go to [Resources](#).

1. FILL IN all required fields marked with an \*. You will not be able to launch proposal without completing required fields.

2. For help with the curriculog icons, click on  icon in top right corner of form, next to your name.

3. As you add the information to this proposal "**Save all Changes**" as you move along.


4. For additional information to be uploaded to this proposal, upload it using the Files tab to the right side of the



Files

form, click on  to attach and upload the file. Do not include links in any fields and/or attached documents.


**Note:** information provided through this proposal is vital for the entire campus to be able to effectively implement it; thus, all fields must be completed before you approve proposal; if this does not happen, be aware proposal may be returned to you for completion from any step in approval process, before it's allowed to move forward.

5. Validate and launch proposal by clicking on the Launch and Validate icon  in the top left corner or at the bottom of the page in this form. Curriculog will state: **This proposal has moved on. This proposal moved on in the workflow.** This statement means that the proposal is now visible to all Curriculog users. You, as the proposer, still need to **MAKE your DECISION** in order to send this proposal to Program Chair (next step in process).

6. **MAKE your DECISION**, approve/reject/hold/suspend/custom route the proposal by clicking on the Decision



Decisions

 icon in the Toolbox on the right side of the form. Once approved, proposal will move to next step in process.

Every effort will be made to include your proposal in the earliest possible catalog, and inclusion is based on the timeliness of the approval process and is not guaranteed.

Select "**Program**" below.

Program Type (select "Program"):  
 Program  
 Shared Core

Choose which **Local Curriculum Committee** program will be reviewed by. If unsure, view which disciplines are reviewed by which LCC on [LCC Prefix List](#).

Local Curriculum  
Committee: \*

Professional Studies Local Curriculum Committee

# New Degree Proposal - Bachelor's and Master's Program

Complete documents below, they can be found and downloaded from the CSU site: **Develop a New Program**. **Submit documents below here in Curriculog by uploading under the paperclip icon located on the right area of form.** Provide all information required by the CSU Chancellor's Office. **Your completed submission MUST include all the documents listed below in addition to any letters and documents requested in the CSU New Degree Proposal (Bachelor's and Master's) form.**

**Template - New Degree Proposal (Bachelor's and Master's)**

**Program Assessment Plan Template (more information can be found by contacting the Faculty Director of Assessment and Program Review)**

**Curriculum Map Sample Template**

**Substantive Change Screening Form (WSCUC - formerly WASC) proposer needs to contact the AVP of Academic Programs and Continuous Improvement/Accreditation Liason Officer (ALO) to submit this form - LINK to download the form.**

**Comprehensive Budget Pro-Forma**

**Courses must either already exist or new course proposals must be submitted in Curriculog for concurrent review**

**Note: if program is planned to be offered through Extended University, contact andrea.skinner@csuci.edu for additional documents.**

For additional resources, you may access Chancellor's Office website here:

**[csyou.calstate.edu/Divisions-Orgs/academic-affairs/academic-program-planning-development-and-submission/Pages/Develop-a-New-Program.aspx](https://csyou.calstate.edu/Divisions-Orgs/academic-affairs/academic-program-planning-development-and-submission/Pages/Develop-a-New-Program.aspx)**

# New Degree Proposal - Doctoral Programs

Complete all documents and items found in the [Guidance - New Degree Proposal \(Doctoral Programs\)](#) found in the [Chancellor's Office website](#). **Submit documents in Curriculog by uploading under the paperclip icon located on the right area of form.** Provide all information required by the CSU Chancellor's Office. **Your completed submission MUST include all the documents listed below in addition to any letters and documents requested in the [Guidance - New Degree Proposal \(Doctoral Programs\)](#).**

**Template: Degree Program (Doctoral) (On-ground or Distance Education)**

**Information not specifically requested in WSCUC Template: Degree Program (Doctoral) (On-ground or Distance Education)**

**Comprehensive Budget Pro-Forma**

**Substantive Change Screening Form (WSCUC - formerly WASC) proposer needs to contact the AVP of Academic Programs and Continuous Improvement/Accreditation Liason Officer (ALO) to submit this form - [LINK to download the form.](#)**

**Courses must either already exist or new course proposals must be submitted in Curriculog for concurrent review**

**Note: if program is planned to be offered through Extended University, contact [andrea.skinner@csuci.edu](mailto:andrea.skinner@csuci.edu) for additional documents**

For additional resources, you may access Chancellor's Office website here:

<https://www.calstate.edu/app/program>

Department/Unit:\*

Business Department

Where is this program being housed? Choose all that apply\*

State Supported

Self Supported = Extended University

If Self-Support/Extended University, did you discuss your proposal with the Dean prior to this submission?\*

Yes

No

N/A

Degree Designation (e.g., Bachelor of Arts):\*

Master of Science

Title:\* Master of Science in Digital Marketing

**Program Description:\*** The widespread integration of digital technologies in business and the proliferation of online platforms have transformed the marketing landscape, creating new opportunities and challenges in digital marketing field. The Master of Science in Digital Marketing is designed to provide students with the skills, knowledge, and tools necessary to navigate the complexities of digital ecosystems, harness the power of data, and craft strategies that resonate with diverse audiences. Students will be equipped to communicate digital marketing strategies, interpret data analytics results, and collaborate with decision-makers to recommend and implement effective marketing solutions.

## Desired Term and Year of Implementation

Term\*  Fall

Year\*

2027-2028 Academic Year

Is this the same term and year as approved in original AMP?\*  Yes  No

Follow steps below to create Curriculum Schema found in Prospective Curriculum section:



Go to [Resources](#) for the detailed step-by-step instructions on how to create the curriculum schema.

First, ALL courses involved in New Program Proposal must be added (new courses) and/or imported (existing), Second, Curriculum Schema must be created by adding Cores (e.g.: Requirements, Required Core, Electives, Pre-requisites, etc.) and populating with added or imported courses.

### Step 1. Adding and/or Importing Courses

Click on  "View Curriculum Schema" icon. There are two options to add courses to New Program: "Add Course" and "Import Course." For new courses in Curriculog Approval Process, click on "Add Course." A dialog box will open asking for Prefix, Course Number, and Course Title. All new courses must have New Course Proposal Form submitted prior to completing this step. For courses already in Catalog, click on "Import Course" and find needed courses.

### Step 2. Creating Curriculum Schema

Click on  "View Curriculum Schema" icon. Then, click on Add Core or Import Core. Next, click on New Core, complete Title field for core (e.g.: Electives), and "Description" field If applicable. Click on Add Courses. This will bring up course list created in Step 1. Select courses you wish to add and click "Add Course." To remove courses, click on  icon and proceed.

### Step 3. Preview Program as it will show in University Catalog

To see what the program will look like when exported to the University Catalog click on the Preview Curriculum

icon 

**Prospective Curriculum:\***

### **Introductory Courses - 6 units**

**MSDM 505 Thinking Clearly: Advanced Cognitive Skills for Decision Making**  
**MSDM 520 Digital Marketing Strategy**

### **Foundational Courses - 9 units**

**MSDM 509 Marketing Research and Consumer Insights**  
**MSDM 510 Marketing Analytics**  
**MSDM 530 Project and Campaign Management**

### **Proficiency Courses - 9 units**

**MSDM 531 Digital Advertising**  
**MSDM 535 Inbound Marketing and Automation**  
**MSDM 538 Social Media Marketing with Generative AI**

### **Experiential and Culminating Courses - 6 units**

*Complete one of the following pathways*

**[Left] Industry Path**  
**MSDM 592 Experiential Learning**  
**MSDM 599 Capstone**  
**[Left] Academic Path**  
**MSDM 597 Directed Study**  
**MSDM 598 Thesis**

**List all courses & their units that are prerequisite to major:\***

Admission to the MSDM program.

**Admission requirements for graduate programs: (if undergraduate program enter N/A)\***

- Applicants with a conferred bachelor's degree in any field\*

\* Applicant must have completed a four-year college course of study or an appropriate baccalaureate degree (or equivalent preparation) from an international institution that meets CSUCI accreditation standards.

- Applicant must be in good academic standing at the last college or university attended. Minimum GPA of 2.75 in the last 60 semester units (or 90 quarter units) of undergraduate coursework.
- All graduate applicants, regardless of citizenship, whose preparatory education was principally in a language other than English must demonstrate competence in English. Those who do not possess a bachelor's degree from a postsecondary institution where English is the principal language of instruction, must satisfy the English Language Proficiency Requirement with one of the following:
  - TOEFL score of 80 iBT.
  - IELTS overall band score of 6.0, writing score no lower than 6.0 and no section score below 5.5.
- GMAT/GRE Score\* Acceptable percentile rankings in verbal and quantitative section of GRE or GMAT. No preference for one test over the other.

\*GMAT/GRE may be waived for:

- Applicants with an undergraduate cumulative GPA of 3.5 or higher.
- Applicants with a master's degree from a regionally accredited university.
- Applicants with five or more years of professional experience that reflects an increasing level of responsibility.

- Will any component of this program contribute to studies related to: (choose as many as apply)\***
- Mission Pillars
  - Sustainability
  - Justice, Diversity, Equity, Inclusion
  - "4+1"/Blended Programs
  - N/A

## Articulation & Transfer Model Curricula (TMC)

Find info regarding Transfer Model Curricula (TMC) here: <https://c-idsystem.org/transfer-efforts/>. Questions regarding articulation and TMCs should be directed to the **University Articulation Officer**.

Find general info regarding California Senate Bill 1440 & Associate Degrees for Transfer (ADTs) here: <https://transferprograms.calstate.edu/associate-degree-transfer>.

- Major could be similar to a Transfer Model Curriculum (TMC):**
- Yes (contact the University Articulation Officer)
  - No
  - Unsure (contact the University Articulation Officer)

**If answer to above is yes, list TMC title:**

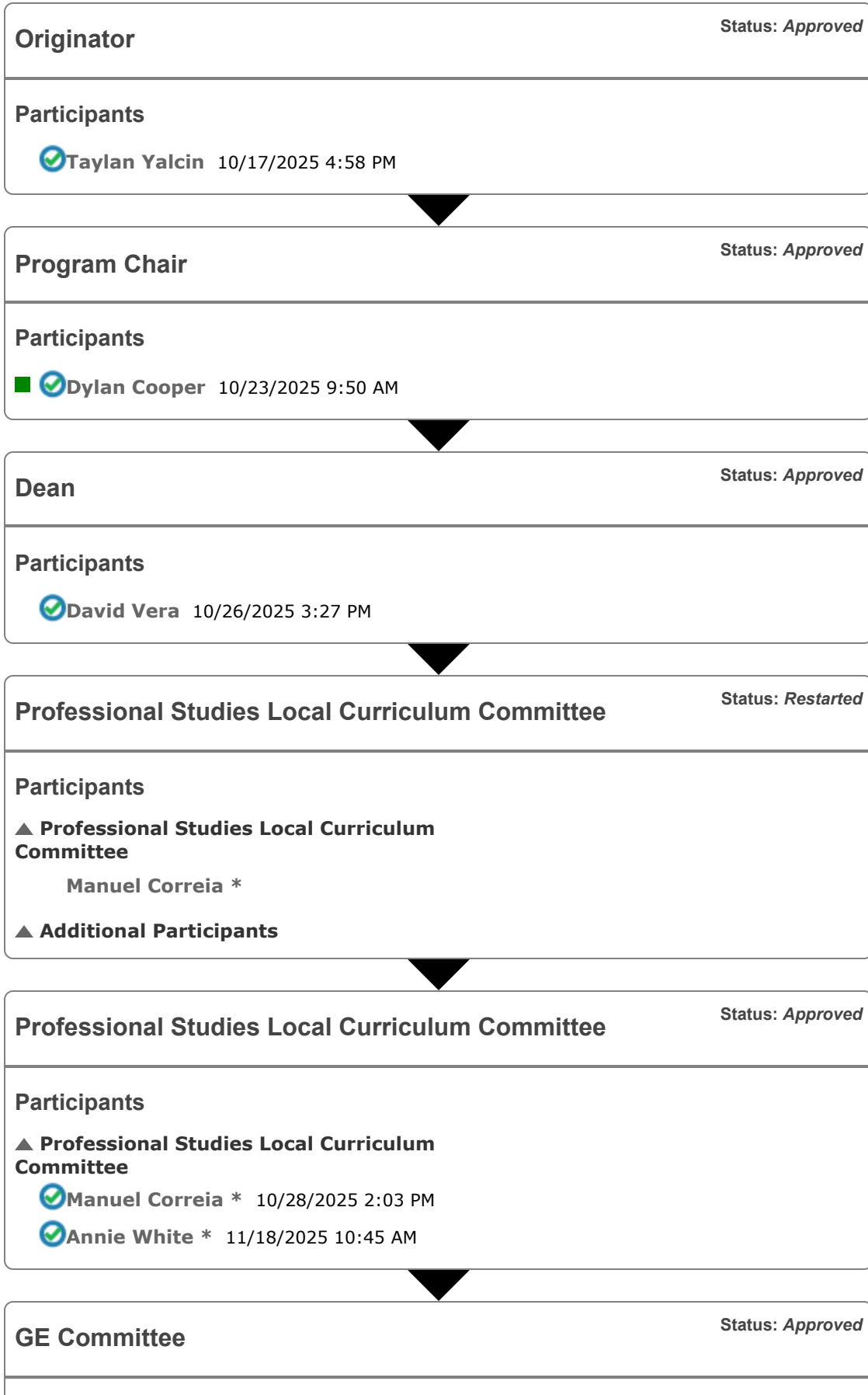
- Bachelor's and Master's Submission Approval Checklist:**
- Complete Template - New Degree Proposal (Bachelor's and Master's)
  - Complete Assessment Plan Template
  - Complete Curriculum Map Sample Template
  - Substantive change screening form (WSCUC - formerly WASC) - contact the AVP APCI/ALO to submit the form
  - Comprehensive Budget Pro-Forma
  - All new courses submitted in Curriculog/Curriculum
  - 2-year and 4-year Roadmaps
  - Program Flowchart

- Doctoral Program Submission Approval Checklist:**
- Review the Guidance - New Degree Proposal (Doctoral Programs) document
  - Complete the Template: Degree Program (Doctoral) (On-ground or Distance Education)
  - Substantive change screening form (WSCUC - formerly WASC) - contact the Vice Provost to submit the form
  - Degree Roadmap
  - All new courses submitted in Curriculog/Curriculum
  - Information not specifically requested in WSCUC Template: Degree Program (Doctoral) (On-ground or Distance Education)

**Notes (optional):**

**DO NOT USE** No DO NOT USE

# Steps for Master of Science in Digital Marketing



## Participants

### ▲ GE Committee

 Marie Francois \* 11/19/2025 2:01 PM

## AVP of Academic Programs & Planning

Status: *Deadline Reached*

## Participants

Francelina Neto

 Modern Campus (System Administrator)  
11/21/2025 12:37 AM

## Academic Programs & Planning Committee

Status: *Approved*

## Participants

### ▲ Academic Policy & Planning Committee

 Annie White \* 12/2/2025 2:37 PM

## Academic Programs Technical Review

Status: *Approved*

## Participants

  Kristen Dobson 1/27/2026 2:54 PM

## Academic Programs Catalog Review

Status: *Approved*

## Participants

 Taryn McHugh 2/5/2026 11:12 AM

 Andrea Skinner 2/4/2026 10:02 AM

## Academic Senate

Status: *Approved*

## Participants

 Christina Smith 4/1/2026 4:47 PM

## Provost

Status: *Approved*

**Participants**

 **Jessica Lavariega Monforti** 4/3/2026 6:12 AM



**President**

*Status: Approved*

**Participants**

 **Susan Andrzejewski** 4/6/2026 9:33 PM



**Catalog Implementation**

*Status: Approved*

**Participants**

 **Andrea Skinner** 4/9/2026 3:31 PM