

MKTG 212: DIGITAL ADVERTISING STRATEGY AND ANALYTICS

In Workflow

1. CBA College Committee Chair (panggabean@csus.edu,joseph.taylor@csus.edu)
2. CBA Dean (ptong@csus.edu)
3. Academic Services (catalog@csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate and Graduate (Dean of Undergraduate and Graduate@csus.edu)
6. Catalog Editor (catalog@csus.edu)
7. Registrar's Office (k.mcfarland@csus.edu)
8. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Fri, 23 May 2025 20:20:00 GMT
Katie Dickson (katiedickson): Rollback to Initiator
2. 2026-06-23T23:52:09Z
Tota Panggabean (panggabean): Approved for CBA College Committee Chair
3. 2026-06-24T18:04:47Z
Pingsheng Tong (ptong): Approved for CBA Dean

New Course Proposal

Date Submitted: 2026-06-08T20:31:14Z

Viewing: MKTG 212 : Digital Advertising Strategy and Analytics

Last edit: 2026-08-28T21:01:26Z

Changes proposed by: Joseph Richards (101012440)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Joseph Richards	richardsj@csus.edu	916-278-6739
Yang Li	yang.li@csus.edu	916-278-6003
Sudipta Mukherjee	mukherjee@csus.edu	916-278-7214

Catalog Title:

Digital Advertising Strategy and Analytics

Class Schedule Title:

Digital Adv Strtgy & Analytics

Academic Group: (College)

CBA

Academic Organization: (Department)

Marketing and Supply Chain Management

Will this course be offered through the College of Continuing Education (CCE)?

Yes

Please specify:

CCE Only

Catalog Year Effective:

Fall 2027 (2027/2028 Catalog)

Subject Area: (prefix)

MKTG - Marketing

Catalog Number: (course number)

212

Course ID: (For administrative use only.)

TBD

Units:

3

Is the ONLY purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?

No

In what term(s) will this course typically be offered?

Fall, Spring, Summer

Does this course require a room for its final exam?

No, final exam does not require a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

This course is part of the new proposed program-MS in Digital Marketing and Marketing Analytics

Course Description: (Not to exceed 90 words and language should conform to catalog copy.)

This course focuses on advertising strategy in a primarily digital marketing context. Students will learn to analytically assess the effectiveness of advertising campaigns. Learning is experiential, with projects rooted in real-world client applications. As part of the course, students will work toward earning Google Ads (Search and Measurement) certifications or other comparable industry credentials.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Is this course designated as Curricular Community Engaged Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

MKTG 201, MKTG 202, and MKTG 203

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Seminar

Seminar Classification

CS#05 - Seminar (K-factor=1 WTU per unit)

Seminar Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Demonstrate mastery of digital advertising platforms by earning Google Ads (Search & Measurement) or comparable industry certifications.	Assignments
2	Explain the core theory and concepts that drive strong advertising strategy in digital and other contexts.	Quizzes, Class Participation, Discussion Assignments, Exams
3	Apply project management practices to work effectively with a client and serve their interests successfully.	Case Studies, Team Projects
4	Collaborate in a team setting to deliver useful, real-world advertising deliverables.	Case Studies, Team Projects
5	Analyze the effectiveness of advertising campaigns using campaign metrics and analytical reasoning.	Class Participation, Case Studies, Team Projects
6	Evaluate the ethical implications of advertising decisions and the connection between advertising strategy and broader marketing strategy.	Assignments

Attach a list of the required/recommended course readings and activities:

SyllabusMKTG_212.pdf

For whom is this course being developed?

Majors in the Dept
Majors of other Depts
Minors in the Dept
Other

Is this course required in a degree program (major, minor, graduate degree, certificate?)

Yes

Has a corresponding Program Change been submitted to Workflow?

No

Identify the program(s) in which this course is required:

Programs:

MS in Marketing Analytics and Digital Marketing

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Graduate (Masters) Learning Goals:

Disciplinary knowledge
Communication
Critical thinking/analysis

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Is this a Graduate Writing Intensive (GWI) course?

No

Please attach any additional files not requested above:

SyllabusMKTG_212.pdf

Reviewer Comments:

Katie Dickson (katedickson) (Fri, 23 May 2025 20:20:00 GMT): Rollback: In preparation for the summer 2025 Curriculum Workflow software update, all course and program proposals have been moved out of Workflow. Submissions to Workflow will resume Monday, August 11, 2025. Please contact Academic Services at catalog@csus.edu with any questions.

Key: 15314