

New Program Creation: Questions for Consideration

Digital Marketing Certificate

Prepared by request for the Revenue & Resources Committee, October 2019

Are there any new resources needed for this program?

Are there equipment/maintenance needs involved? NO

Does the resources needed built on existing programs? I'm sorry, I'm not sure I understand this question.

Do faculty with specialized knowledge need to be hired? NO

Does the program need to access any specific labs or classrooms? NO

What is the anticipated student interest?

On average 160 students have taken BUSI 59, Principles of Marketing, online and face-to-face, annually in the last three years (2015-2018). While BUSI 57 and BUSI 59A have not been regularly offered, we see a steady demand for these classes as well, especially when offered online. Due to strong demand for skills developed within the Certificate of Achievement in Digital Marketing and due to the highly visible partnership with Facebook, we believe that enrollment will grow in all three courses. We also believe that the compact nature of the certificate will attract individuals who are seeking to employ the newly acquired skills in their current jobs.

Because at least 100% of the courses can be taught completely online, it is expected that nationwide participation over the next five years will significantly increase the number of students who complete this certificate. We anticipate 40 annual completers.

How was the decision to create program determined?

We were approached by Facebook Inc. to collaborate on creating a Digital Marketing Certificate. Given strong demand in marketing industry for digital skills, we explored the opportunity and determined that such certificate would tremendously benefit our current and future students.

Are there any resources needed to help students learn about this new program?

The development of the program is supported by OEI grant (secured by Foothill's Online Learning and Lene Whitley-Putz). Once the program is developed and approved, we will need marketing and advertising to help launch it. Estimate amount is \$5,000.

Would these resources be needed at the program level?

Yes, BSS B-budget

Would resources be needed from other areas of campus?

Yes, Marketing B-budget

Does De Anza offer a similar program? **NO**

The closest comparable program in California is offered by UC Irvine.

Does it compete? Does it matter? N/A

For CTE programs only: What are the current wage outcomes for completers?

According to LMI, median change in earnings for students who took courses on TOP 0509.70 – Ecommerce (Business emphasis) is 82%.

What is the job demand?

*Based on the data included in Labor Market Information report included for your review with the Program Narrative, there is a “large labor market gap in the Bay region with 8,346 annual openings for the Digital Marketing occupational cluster and one annual (3-year average) award for an **annual undersupply of 8,345 students**. In the Silicon Valley Sub-Region, there is also a gap with 3,029 annual openings and no annual awards for an annual undersupply of 3,029 students.”*

What is the median wage?

According to LMI report, median wage is \$50.29.