

**PROPOSAL: Rename the Digital Marketing and eCommerce (DMEJ) Major to Digital Marketing**

Background

The Undergraduate Studies Council of the Faculty Senate has approved the renaming of Digital Marketing and eCommerce (DMEJ) major to Digital Marketing offered by the Department of Marketing in the Haworth College of Business.

The name change from "Digital Marketing and eCommerce (DMEJ)" to "Digital Marketing (DIGJ)" aligns with broader changes being made to the program, from being an interdisciplinary program between the Marketing and Business Information System departments to a uni-disciplinary program within Marketing only. "Digital Marketing" is an accurate and industry-appropriate name for a program that will offer broad training in a specialized area of marketing that comprises nearly 60% of modern marketing budgets, according to the 2023 CMO Survey.

Recommended Action

Rename the Digital Marketing and eCommerce major to Digital Marketing.