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Clayton State University

CLAYTON STATE UNIVERSITY
College of Business

AACSB ACCREDITED

How to Build a Digital Marketing Program at Your School
Stukent Webinar
March 26, 2021

The Story....

My Background

- Financial Services Commissioned Sales – 20+ years
- Entrepreneur for 20 years
- Major Bank Financial Services Commissioned Sales
- State of GA Mortgage Bankers Sales Award – 10 consecutive years
- "Later in life" doctorate (2015)
  - Worked full time while earning doctorate in Marketing
- First faculty role was post doctorate
  - Two different universities
    - Digital Marketing
    - GOMC (Google Online Marketing Challenge)

Clayton State University

Founded: 1969

Accreditation: Southern Association of Colleges and Schools Commission on Colleges

President: Dr. Thomas Hynes Jr.

Enrollment (fall 2020): 7,052

Faculty (full-time): 237

Number of Colleges: 4

Undergraduate Degree Programs: 35

Graduate Degree Programs: 8

Associate Degree Programs: 6

-About Clayton State University

Clayton State University cultivates an environment of engaged, experience-based learning, enriched by active community service, that prepares students of diverse ages and backgrounds to succeed in their lives and careers.

Clayton State University excels in preparing students from many walks of life to meet the challenges of living and working in a dynamic, global society.

From over 34 states and 32 countries, students come to Clayton State University for:

- personalized attention
- small class sizes
- affordable career preparation
- outstanding faculty
- vibrant campus life

College of Business

Accreditation: AACSB

Dean: Dr. Jacob Chacko

Enrollment (Fall, 2020): 1,286

Faculty (full-time): 30

On Campus Program students: 61.0 %

Online Program students: 39.0 %

Undergraduate Degree Programs: 5

Graduate Degree Programs: 3

-About Clayton State University; Fast Facts

The College of Business provides students with the knowledge and skills necessary for successful careers. The AACSB-accredited business program incorporates a Career Spine within the business curricula. This innovative approach delivers broad business knowledge along with major-specific coursework and 21st century work skills.

The College of Business is home to the Center for Supply Chain Management, Center for Entrepreneurship and Innovation, Center for Research on Economic Sustainability and Trends, Center for Business and International Negotiation, and the Small Business Development Center. The centers organize seminars, competitions and experiential learning opportunities for students and the community.

College of Business Mission Statement

To develop business professionals through impactful Engagement, Career-focused Curricula, and dedicated Faculty, Staff and Strategic Partners.

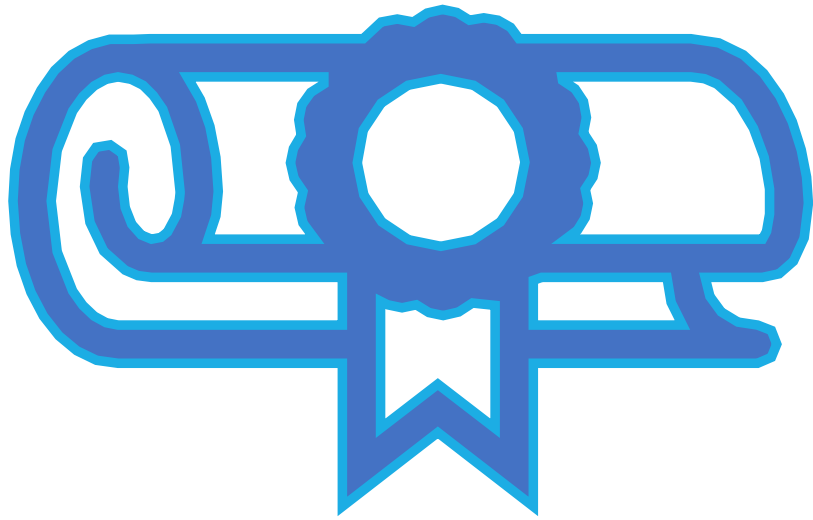# College of Business Strategic Priorities

1

Priority 1:

Ensure Impactful Engagement

2

Priority 2:

Implement Career – Focused Curricula

3

Priority 3:

Focus on Faculty and Staff Development

Digital Marketing Challenge

Create an MBA – Digital Marketing Program

- Three course concentration for the MBA program.
- Cross-level list with undergraduate class due to new program and low initial class enrollment.
- Minimize pre-requisites to each course.
- All courses must have asynchronous online option.

MBA Courses

Created sequential courses – skill building

Integrated Marketing – Developing knowledge of relationship
between online and offline marketing
adding Digital Marketing Analytics Simulation

Digital Marketing Strategy – Digital Marketing skills and
Mimic Pro Simulation

Social Media Marketing – Specializing in Social Media Marketing
and Mimic Social Simulation with
Community Consulting Project

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Undergraduate Courses

Created sequential courses – skill building

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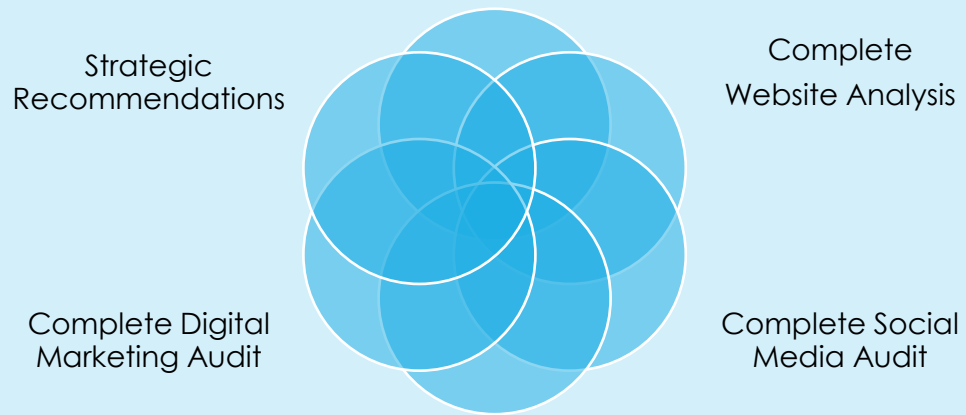Community Consulting Project

Course Level Comparisons

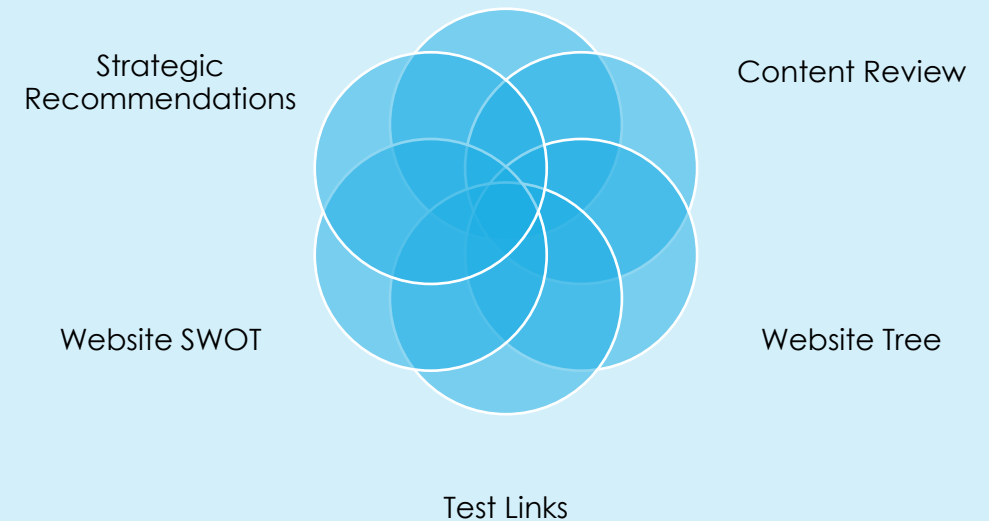| MBA COURSES	UNDERGRADUATE COURSES
Integrated Marketing:	**Integrated Marketing:**
Book: "How To Win Friends and Influence People in the Digital Age" – Dale Carnegie	
Google Ads Display Certificate	
Google Ads Search Certificate	Google Ads Search Certificate
Google Ads Measurement Certification	
Digital Marketing and Strategy:	**Digital Marketing:**
Book: "Scientific Advertising" – Claude Hopkins	
Google Analytics Individual Qualification	Google Analytics Individual Qualification
Google Ads Video Certification	
Social Media Marketing:	**Social Media Marketing:**
Hootsuite Platform Certification	Hootsuite Platform Certification
Hootsuite Social Media Student Certification	Hootsuite Social Media Student Certification (extra credit)

*Certifications evaluated annually

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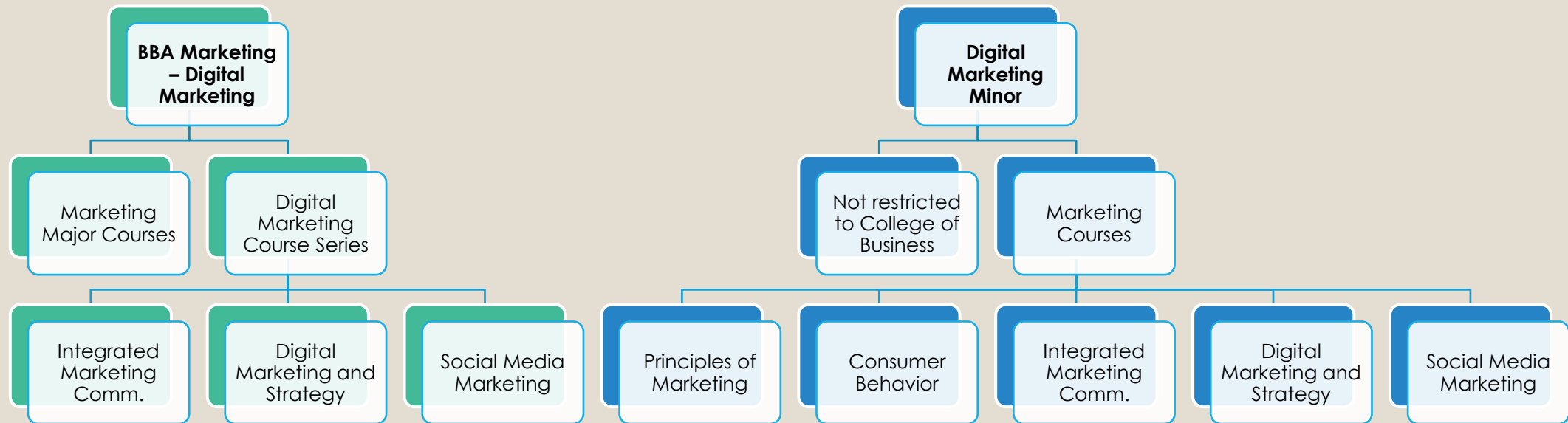
Graduate Degrees Offered

Undergraduate Degrees Offered

Coming Attractions!

Exploring approval for undergraduates to take graduate Digital Marketing courses

4 + 1 Program

Complete BBA

Complete MBA – Digital Marketing Concentration

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College of Business

Results: 6 MBA's Offered, MSLD, MSSCA

**Online MBA –
12 months - $12,705**

**8% of Graduate Students
take at least one
Digital Marketing Course**

Demonstrated Results
- Students hired in career field.

Results: 5 BBA's Offered:

**Accounting
General Business
Management
Marketing
Supply Chain Management**

- **8% of Undergraduate Students**
- **55% of Marketing Students
 take at least one
 Digital Marketing Course!**

Demonstrated Results
- Required internships are successful.
- Students hired in career field.

THANK YOU!

JOIEHAIN@CLAYTON.EDU

Resources

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Clayton State University. (n.d.) *About Clayton State University*. https://www.clayton.edu/about/

Clayton State University. (n.d.) *Fast Facts Clayton State University*.