

**Committee II: Graduate Programs Committee**  
**Kim Green, Chair**  
**Meeting Agenda for Wednesday, November 18, 2025, 10:00 am**

- I. Call to Order
- II. Approve minutes from November 5 meeting
- III. Program and Course Proposals

**A) College of Humanities, Arts, and Social Sciences**

**1) School of Social Sciences**

**a) [SOCI - 5293 - Families, Foster Care, and Adoption](#)**

Request: Add

Sociology has proposed a "Social and Community Policy" track within the Masters in Public Administration program (housed in Dept. of Civic Engagement and Public Service in University College). This proposed graduate course will be offered in support of that track and can be cross-listed with SOCI 4293, which already exists and is regularly offered. Knowledge of the child welfare and adoption systems as they relate to families will be relevant to graduate students pursuing careers related to families and/or youth.

**b) [SOCI - 5453 - Sociology of Education](#)**

Request: Add

Sociology has proposed a "Social and Community Policy" track within the Masters in Public Administration program (housed in Dept. of Civic Engagement and Public Service in University College). This proposed graduate course will be offered in support of that track and can be cross-listed with the proposed SOCI 4453 course that is currently going through Curriculog. The UWG Sociology program has offered Sociology of Education as a special topics course at the graduate level in the past; it is a topic that is of interest to students and relevant to students who plan to pursue careers involving youth (such as Department of Juvenile Justice, Department of Children and Family Services, etc).

**c) [SOCI - 5473 - Survey Design](#)**

Request: Add

Sociology has proposed a "Social and Community Policy" track within the Masters in Public Administration program (housed in Dept. of Civic Engagement and Public Service in University College). This proposed graduate course will be offered in support of that

track and can be cross-listed with the proposed SOCI 4473 course that is currently going through Curriculog. Survey Design is a skill that is frequently used by sociologists and that many employers find desirable.

## **B) Richards College of Business**

### **1) Department of Economics**

#### **a) [Embedded Certificate in Applied Data Analytics](#)**

Request: Add

This certificate offers graduate students the option to gain a specialty in Data Analytics without completing all the courses required for a Master of Science in Applied Business Analytics. Students learn how to analyze large data sets and apply modern statistical techniques to solve real-world business problems. The certificate requires nine total credit hours including one required course (ECON 5208 Intro to Business Programming) and two electives chosen from four available (ECON 5408, ECON 5475, MKTG 6868, and ECON 6430).

### **2) Department of Management**

#### **a) [Embedded Certificate in Cyber Security](#)**

Request: Add

This certificate offers graduate students the option to gain a specialty in Cybersecurity without completing all the courses required for a Master of Science in Strategic Cybersecurity and Information Management. Students learn the advanced technical skills and strategic insight needed to safeguard computer systems, networks, and sensitive data against cyber threats that are growing in complexity and frequency. The certificate requires nine total credit hours including one required course (CISM 5355 Cybersecurity Operations) and two electives chosen from four available (CISM 6410, CISM 6420, CISM 6440, and CISM 6460).

### **3) Department of Marketing**

#### **a) [Embedded Certificate in Digital Marketing](#)**

Request: Add

This certificate offers students the option to gain a specialty in Digital Marketing without completing all the courses required for the Master of Business Administration with the concentration in Digital Marketing. Students learn essential knowledge and practical skills in

digital strategy, analytics, content creation, and campaign management. The certificate requires nine total credit hours including one required course (MKTG 6850 Analytical Methods in Marketing) and two electives chosen from three available (MKTG 5810, MKTG 5818, and MKTG 6815).

b) [Embedded Certificate in Sales and Consumer Research](#)

Request: Add

This certificate offers students the option to gain a specialty in Sales and Consumer Research without completing all the courses required for the Master of Business Administration with the concentration in Sales and Consumer Research. Students develop strategic and technical expertise in sales management, consumer behavior, and engagement. The certificate requires nine total credit hours including MKTG 6850, MKTG 5864, and one of either MKTG 5805 OR MKTG 6815 (for non-business majors).

IV. Old Business

V. New Business