

Section 1 - Approvals

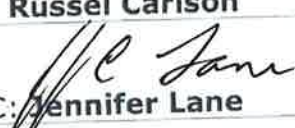
Approvals

Name of Proposal: ENTR New Courses

Submitted by: Jason Scott Earl

Signature: 

Date: May 15th, 2017

Procedure	Recommendation/Signature	Date
Faculty Vote: For [1], Against [0], Abstain [0], Absent [0]		
1. Approved by Department Willes Center for Entrepreneurship	Signature:  Chair: Jason Scott Earl	5/15/17
2. Approved by College Business, Computing & Gov't	Signature:  Dean: James Lee	5/13/17
3. Approved by General Education (if any GE course is affected)	Signature: n/a GE: Russel Carlson	
4. Approved by University Curriculum Committee	Signature:  UCC: Jennifer Lane	
5. Approved by Deans' Council	Signature: n/a AVP: John Bell	
6. Approved by the President's Council (for new majors)	Signature: n/a Pres: John Tanner	

Section 2 – Overview (Support)

Summary: The purpose of this proposal is to formalize the ENTR 390R course (which has been taught every semester for the last 3 years) into two new courses:

ENTR 285 Intro to Digital Marketing

ENTR 485 Advanced Digital Marketing

At the writing of this proposal, YouTube is now the world's second largest search engine and Google permeates every aspect of our academic lives from Google Scholar to Gmail to Google Maps. If Facebook were a country, it would be third in population – behind India and China. The marketing industry, which was once stagnant for decades is undergoing seismic shifts and there are tremendous opportunities for our students to go digital, go global and go entrepreneurial from any country in the world.

In our effort to keep up with the pace of the changing business world, the ENTR 390R "Special Topic" courses have covered everything from Web Marketing to Search Engine Optimization (SEO) to Digital Marketing to Internet Start-ups. This has been largely due to the fact that the course content was based on the expertise of the Entrepreneur in Residence or Church-Service Missionary who was available to teach the course. Based on the new FTE faculty position in the Willes Center, we will be able to formalize this content into two digital marketing courses that build upon one another to serve many students across campus and play a critical role as electives in our Certificate and Minor in International Entrepreneurship.

Changes in Graduation Requirements – There is no change to graduation requirements as these courses will serve as electives within the ENTR requirements for the certificate and minor in international entrepreneurship.

Changes in Expected Teaching Load – The new FTE faculty position in the Willes Center that starts this Fall 2017 semester will allow for this additional teaching load. Also, Entrepreneurs in Residence and Church-Service Missionaries with the right background and experience will be able to help with this additional teaching load.

Section 3 - Program Revision Proposal

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new program proposal.

Effective Date: Immediately upon approval

College: Business, Computing & Government

Abbreviation: ENTR

* See applicable MRS' attached.

- Digital Business Minor
- Entrepreneurship Minor
- Entrepreneurship Certificate



Digital Business Certificate

CTDIGIBUS.2017 (mrs)

14 credits

Effective Date: 09/2017

Name of Student:		
Student ID #:		Graduation Date
Home Country:	<input type="checkbox"/> IWORK	
Advisor:	Name	Date

Required Coursework						14 Credits
Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
CIS 101	Beginning Programming	3		F,W,S		
IT 240	Web Design	3		F,W,S		
Take the following Entrepreneurship Courses.						
ENTR 180	Cycle of Cash	2		F,W,S		
ENTR 283	Small Business Creation	3	ENTR 180 or concurrent enrollment	F, W, S		
ENTR 285	Introduction to Digital Marketing	3		F, W, S		
Total Credits Mapped for Graduation:						

All passing grades will be accepted in fulfilling minor or certificate requirements.



Small Business & Entrepreneurship Minor

MIENTRE.2013 (mrs 884)

18 credits

Effective Date: 1/ 2014

Name of Student:		
Student ID #:		Graduation Date
Home Country:	<input type="checkbox"/> IWORK	
Advisor:	Name	Date

Core Requirements

15 Credits

Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
ENTR 180	The Cycle of Cash	2		F,W,S		
ENTR 283	Small Business Creation	3	ENTR 180 (Co-req)	F,W,S		
ENTR 383	Entrepreneurship & Small Business Management	3	ENTR 180 (Co-req)	F,W,S		
ENTR 375R	Entrepreneurship Lecture Series	1		F,W,S		
ENTR 483	Entrepreneurial Management	3	ENTR 283	F,W,S		
ENTR 499	Cash and Valuation	3	ENTR 483	W,S		

Elective Coursework

3 Credits

ENTR 275	Entrepreneurship Leadership Training	1		F,W,S		
ENTR 380	Social Entrepreneurship (in class)	3		F,W,S		
ENTR 285	Introduction to Digital Marketing	3		F,W,S		
ENTR 390R	Special Topics in Entrepreneurship	1-3		F,W,S		
ENTR 401R	Leadership Practicum	1	Instructor Permission	Variable		
ENTR 485	Advanced Digital Marketing	3	ENTR 285	F,W,S		

Total Credits Mapped for Graduation:

18 Credits

All passing grades will be accepted in fulfilling minor or certificate requirements.



Certificate in Entrepreneurship

CTENTRE.2013 (mrs 893)

13 credits

Effective Date: 1/ 2014

Name of Student:		
Student ID #:		Graduation Date
Home Country:	<input type="checkbox"/> IWORK	
Advisor:	Name	Date

Core Requirements

10 Credits

Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
ENTR 180	The Cycle of Cash	2		F,W,S		
ENTR 283	Small Business Creation	3	ENTR 180 (Co-req)	F,W,S		
ENTR 275	Entrepreneurship Leadership Training	1		F,W,S		
ENTR 375R	Entrepreneurship Lecture Series	1		F,W,S		
ENTR 483	Entrepreneurial Management	3	ENTR 283	F,W,S		

Required Participation

	Great Ideas Entry			F		
	Empower Your Dreams			W		

Elective Coursework

3 Credits

ENTR 201R	Entrepreneurship Leadership Practicum	1		Variable		
ENTR 285	Introduction to Digital Marketing	3		F,W,S		
ENTR 380	Social Entrepreneurship	3		F,W,S		
ENTR 383	Entrepreneurship & Small Business Management	3	ENTR 180 (Co-req)	F,W,S		
ENTR 390R	Special Topics in Entrepreneurship	1-3		F,W,S		
ENTR 485	Advanced Digital Marketing	3	ENTR 285	F,W,S		

Total Credits Mapped for Graduation:

13 Credits

All passing grades will be accepted in fulfilling minor or certificate requirements.

Section 5 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

Effective Date: Immediately upon approval

College: Business, Computing & Government

Course Prefix: ENTR

Course Number: 285

NEW COURSE

Full Title: Introduction to Digital Marketing

Short Title (for Transcript, 30-char max): Intro to Digital Marketing

Catalog Entry (50-word recommended maximum): This course is primarily for students who want to learn how to market an online business. During this class students will each individually develop and market an online business. Through this project based learning approach they will gain the skills to recognize an opportunity and then build and market a website or app to take advantage of that opportunity.

Prerequisites: None

Equivalency: N/A

Credit Hours: 3

Frequency: F,W,S

Grading Method: A-B-C

Course Fees: N/A

Learning Objectives: This course is primarily for students who want to learn how to create and market an online business. During this class, students will be introduced to the many different ways in which a business can be created online and start to generate cash flow. The learning outcomes for this course include the following:

- (1) Recognize online opportunities through market research
- (2) Understand online market research using Google Analytics
- (3) Build a basic website and learn how to drive traffic to the website
- (4) Market a website and generate leads for potential customers
- (5) Monetize a website through affiliate advertising and ecommerce

Assessment Methods: Assessment will take place through project based learning where students will be required to demonstrate their website to the instructor and peers during class and also reveal the traffic and analytics produced by their website.

Immediately following this page, attach a sample syllabus if needed.



ENTR 285 Intro to Digital Marketing Syllabus

DESCRIPTION

This course is primarily for students who want to learn how to create and market an online business. During this class, students will be introduced to the different ways in which a business can be created online and start to generate cash flow. Students will each individually develop and begin to market their own online business. Through this project based learning approach, students will gain the skills to recognize an opportunity and then build and market a website to take advantage of that opportunity.

You should expect to do something each day for this course. There is a lot that you will learn, and waiting to do it all in one day will limit your ability to learn.

COURSE STRUCTURE

Textbook/Required Materials

- WordPress (\$12/Semester)
- Digital Marketing Essentials Text Book (free with Mimic Intro Simulation)
- Mimic Intro Simulation (\$35/semester), #1 internet marketing simulation

Objectives

Students will be able to:

- (1) Recognize online opportunities through market research
- (2) Understand online market research using Google Analytics
- (3) Build a basic website and learn how to drive traffic to the website
- (4) Market a website and generate leads for potential customers
- (5) Monetize a website through affiliate advertising and ecommerce

Schedule

Introduction Week — Course Introduction, Digital Marketing

Week 2 — Design Thinking for a Digital World

Week 3 — Introduction to Web Analytics

Week 3 — Introduction to Google Analytics

Week 4 — Introduction to Search Engine Optimization (SEO)

Week 5 — Introduction to Creating Social Media Content (not consuming social media)

Week 6 — Introduction to Data Visualization

Week 7 — Introduction to Advertising: Google AdWords

Week 8 — Introduction to Advertising: Facebook Ads

Week 9 — Introduction to Web Analytics 10x

Week 10 — Introduction to Google Data Studio

Week 11 — Introduction to Datasets: MailChimp & Zapier

Week 12 — Begin Kickstarter Campaign

Week 13 — Finalize personal site on WordPress

Final Week — Demo real e-commerce company & resulting analytics

COURSE REQUIREMENTS

Assignments

Online Poll: Students will indicate their preparation for the class discussions through a poll before class. Students will be expected to complete approximately 13 polls, one for each week of course material. Students will be required to defend their answers and the lowest poll score will be dropped.

Empower Your Dreams Conference: Students will be encouraged to participate in the Great Ideas Conference or Empower Your Dreams Conference which will be held in the Fall and Winter semesters, respectively. Students will be required to business submit their idea as either an individual or part of a group for this conference.

Class Discussion: Discussions will be a critical setting for learning “where prepared students, exercising faith, step out beyond the light they already possess, to speak, to contribute, and to teach one another. It is precisely in that moment that the Spirit teaches” (President Kim B. Clark, “Inaugural Response,” Brigham Young University–Idaho, October 11, 2005).

Digital Marketing Simulation: Each student will work in groups to complete 8 practice rounds and 8 competition rounds of the Mimic Intro Simulation. The practice rounds will not be graded; however, the final balanced scorecard for the competition rounds is worth 100 points. The board presentation is also worth 100 points for each student. This Digital Marketing Simulation allows students to reflect and apply what they are learning with their classmates.

Chapter Quizzes: Approximately one chapter is covered during each week of the course. A simple 5 question quiz will be held every Friday in class. There is NO MAKEUP for the weekly quiz.

Midterm: A midterm case analysis will be given half-way through the semester. The students will work on the case individually and then complete four questions. The midterm will be evaluated based on the Learning Outcomes for the course.

Final: The final exam will be a presentation of the student’s website and digital marketing results based on what they have learned throughout the course.

Time Commitment

The class policy is that for every credit hour, you should expect to spend 3 hours of work per week. For this class, ***you should plan on spending about 9 hours per week.***

POLICIES

Grading

Reflection & Application/ Quizzes	20%
Online Polls & Study Questions	15%
Empower Your Dreams Conference	5%
Class Discussion in Class	10%
Digital Marketing Simulation	20%
Midterm Exam (Case)	10%
<u>Final Exam (Presentation)</u>	<u>20%</u>
TOTAL	100%

Late Work

No late work will be accepted. You are expected to stay up-to-date on all of your assignments.

Grading Scale

93–100 A	80–82.9 B-	67–69.9 D+
90–92.9 A-	77–79.9 C+	63–66.9 D
87–89.9 B+	73–76.9 C	60–62.0 D-
83–86.9 B	70–72.9 C-	<60.0 F

ADDITIONAL INFORMATION

Faculty Member: Jason Scott Earl, Ph.D.

Feel free to contact the faculty with any questions or concerns. Contact information is listed below:

Email: jasonscottearl@byuh.edu

Office Phone: 808.675.3355

Brother Earl loves three things in this life: the gospel of Jesus Christ, his family and his students.

If he can leave you with three things after this course, he hopes that it would be; (1) a stronger testimony of the gospel, (2) a stronger desire to serve others and (3) a better ability to support your family.

University Policies

Academic honesty is required and any violation will be dealt with according to the [University Academic Honesty Policy](#) of Brigham Young University Hawaii.

Policy on Sexual Discrimination/Harassment

Brigham Young University Hawaii is committed to a policy of nondiscrimination in relation to race, color, sex, religion, national origin, ancestry, age, marital status or disability in admissions, access to treatment, or employment in its educational programs or activities.

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an education program or activity that receives federal funds, including Federal loans and grants. Title IX also covers student-to-student sexual harassment. The following individual has been designated to handle inquiries regarding BYU-Hawaii compliance with Title IX:

Debbie Hipplite-Wright
Title IX Coordinator
Vice President of Student Development & Life
Lorenzo Snow Administrative Building
55-220 Kulanui St.
Laie, HI 96762
Office Phone: 675-3799/ 780-8875
E-Mail: titleix@byuh.edu

University Grievance Policy:

This syllabus is an outline for the course and may be modified throughout the semester as agreed to by instructor and students. This syllabus is not a contract and should not be referenced if a student greaves a faculty decision.

Reasonable Accommodation for Students with Disabilities:

Brigham Young University-Hawai'i is committed to providing a working and learning atmosphere, which reasonably accommodates qualified persons with disabilities. If you have any disability that may impair your ability to complete this course successfully, please contact the students with Special Need Coordinator, Leilani A'una at 293-3518. Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You should contact the Human Resource Services at 780-8875.

Personal Conduct

All of your correspondence with the teacher or other classmates must be respectful. Writing something disrespectful or "venting" is unprofessional and not becoming of a university student. In addition, it is not in accordance with the Honor Code and you will be subject to discipline accordingly.

Section 5 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

Effective Date: Immediately upon approval

College: Business, Computing & Government

Course Prefix: ENTR

Course Number: 485

NEW COURSE

Full Title: Advanced Digital Marketing

Short Title (for Transcript, 30-char max): Advanced Digital Marketing

Catalog Entry (50-word recommended maximum): This course is primarily for students who have passed ENTR 285 Intro to Digital Marketing and want to learn how to apply these skills in industry. During this class students will approach a client and offer their digital marketing skills to an outside firm. Through this project based learning approach, students will gain valuable skills in consulting and recognize opportunities to help support companies in the new global and digital world of business.

Prerequisites: ENTR 285

Equivalency: N/A

Credit Hours: 3

Frequency: FWS

Grading Method: A-B-C

Course Fees: N/A

Learning Objectives: This course is primarily for students who want to learn how to apply digital marketing skills for an outside business. During this class, students will be introduced to the many different ways in which to scale an existing online business and dramatically increase traffic to the website. The learning outcomes for this course include the following:

- (1) Recognize online opportunities for existing businesses
- (2) Build an Amazon account and drive traffic to the website
- (3) Approach a potential client and offer digital marketing services
- (4) Market a website through advanced SEO and generate leads for a client
- (5) Monetize a website through affiliate advertising and blogging

Assessment Methods: Assessment will take place through project based learning where students will be required to demonstrate their consulting work and services to the instructor and peers during class and also reveal the traffic and analytics produced by their digital marketing efforts.

Immediately following this page, attach a sample syllabus if needed.



ENTR 485 Advanced Digital Marketing Syllabus

DESCRIPTION

This course is primarily for students who want to learn how to apply digital marketing skills for an outside business. During this class, students will be introduced to the different ways in which to scale an existing online business and dramatically increase traffic to the website. Students will learn how to approach an existing business and apply their digital marketing skills in order to increase the growth and profitability of the business. Through this project based learning approach, students will apply their digital marketing skills and gain valuable consulting experience as they learn how to recognize an opportunity in an existing business and help the organization to become more successful through digital marketing.

You should expect to do something each day for this course. There is a lot that you will learn, and waiting to do it all in one day will limit your ability to learn.

COURSE STRUCTURE

Textbook/Required Materials

- WordPress (\$12/Semester)
- Analytics for Business Decisions Text Book (free with Mimic Pro Simulation)
- Mimic Pro Simulation (\$45/semester), #1 internet marketing simulation

Objectives

Students will be able to:

- (1) Recognize online opportunities for existing businesses
- (2) Build an Amazon account and drive traffic to the website
- (3) Approach a potential client and offer digital marketing services
- (4) Market a website through advanced SEO and generate leads for a client
- (5) Monetize a website through affiliate advertising and blogging

Schedule

Introduction Week — Course Introduction, Advanced Digital Marketing

Week 2 — Identify Key Clients for Consultation

Week 3 — Apply Web Analytics to Client's Online Business

Week 3 — Apply Google Analytics to Client's Online Business

Week 4 — Apply Search Engine Optimization (SEO) to Client's Online Business

Week 5 — Create Social Media Content for Client's Online Business

Week 6 — Create Data Visualization for Client's Online Business

Week 7 — Mid-term Consultation with Client for Feedback

Week 8 — Apply Google Ad Words & Facebook Ads

Week 9 — Use Web Analytics to Validate Hypothesis in real-time for e-commerce store

Week 10 — Apply Google Data Studio to Client's Online Business

Week 11 — Apply Datasets to Client's Online Business (i.e., MailChimp, Zapier)

Week 12 — Evaluate potential for Geo and Mobile Marketing for Client's Online Business

Week 13 — Consolidate final report of Digital Marketing for Client

Final Week — Present results to Client in final consultation and get feedback

COURSE REQUIREMENTS

Assignments

Online Poll: Students will indicate their preparation for the class discussions through a poll before class. Students will be expected to complete approximately 13 polls, one for each week of course material. Students will be required to defend their answers and the lowest poll score will be dropped.

Empower Your Dreams Conference: Students will be encouraged to participate in the Great Ideas Conference or Empower Your Dreams Conference which will be held in the Fall and Winter semesters, respectively. Students will be required to business submit their idea as either an individual or part of a group for this conference.

Class Discussion: Discussions will be a critical setting for learning “where prepared students, exercising faith, step out beyond the light they already possess, to speak, to contribute, and to teach one another. It is precisely in that moment that the Spirit teaches” (President Kim B. Clark, “Inaugural Response,” Brigham Young University–Idaho, October 11, 2005).

Advanced Digital Marketing Simulation: Each student will work in groups to complete 8 practice rounds and 8 competition rounds of the Mimic Pro Simulation. The practice rounds will not be graded; however, the final balanced scorecard for the competition rounds is worth 100 points. The board presentation is also worth 100 points for each student. This Advanced Digital Marketing Simulation allows students to reflect and apply what they are learning with their classmates.

Chapter Quizzes: Approximately one chapter is covered during each week of the course. A simple 5 question quiz will be held every Friday in class. There is NO MAKEUP for the weekly quiz.

Midterm: A midterm consultation with the client will serve as the midterm exam for the course. Feedback from the client based on the student’s application of digital marketing skills will be critical to the evaluation of what the student has actually learned.

Final: The final exam will be the final consultation with the client and real-world application results that students are able to demonstrate based on their digital marketing efforts. The individual feedback to the student from the client will also help with assessing what the student has learned throughout the course.

Time Commitment

The class policy is that for every credit hour, you should expect to spend 3 hours of work per week. For this class, ***you should plan on spending about 9 hours per week.***

POLICIES

Grading

Reflection & Application/ Quizzes	20%
Online Polls & Study Questions	15%
Empower Your Dreams Conference	5%
Class Discussion in Class	10%
Digital Marketing Simulation	20%
Midterm Exam (Midterm Consultation with Client)	10%
<u>Final Exam (Final Consultation and Results presented to the Client)</u>	<u>20%</u>
TOTAL	100%

Late Work

No late work will be accepted. You are expected to stay up-to-date on all of your assignments.

Grading Scale

93–100 A	80–82.9 B-	67–69.9 D+
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ADDITIONAL INFORMATION

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Office Phone: 808.675.3355

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Debbie Hipplite-Wright
Title IX Coordinator
Vice President of Student Development & Life
Lorenzo Snow Administrative Building
55-220 Kulanui St.
Laie, HI 96762
Office Phone: 675-3799/ 780-8875
E-Mail: titleix@byuh.edu

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Personal Conduct

All of your correspondence with the teacher or other classmates must be respectful. Writing something disrespectful or "venting" is unprofessional and not becoming of a university student. In addition, it is not in accordance with the Honor Code and you will be subject to discipline accordingly.

Entrepreneurship (ENTR)

180. The Cycle of Cash (2) (F,W,S) The Cycle of Cash course provides the financial tools, skills, and judgment students need to read financial statements and make correct financial decisions for a small business or new venture. This course will also review what it takes to start, acquire or sell a small business.

201R. Entrepreneurship Leadership Practicum (1-2) (Variable) Learn and apply leadership principles, guided by a faculty member, and evaluate leadership experience.

275. Entrepreneurship Leadership Training (1) (F,W,S) Students learn practical steps to leadership in life and business. Achieving a successful life both temporally and spiritually.

283. Small Business Creation (3) (F, W, S) Introduction to small business creation, including: fundamentals of sales and capital. Uses mentors and case studies. Learn traits and practices of entrepreneurs and small business owners, managerial processes used to identify, establish, and operate a new business, and/or purchase an existing business, including elements of business plan modeling. (Prerequisites: ENTR 180 OR concurrent enrollment)

285. Introduction to Digital Marketing (3) (F,W,S) This course is primarily for students who want to learn how to create and market an online business. During this class, students will be introduced to the different ways in which a business can be created online and start to generate cash flow. Students will each individually develop and begin to market their own online business. Through this project based learning approach, students will gain the skills to recognize an opportunity and then build and market a website to take advantage of that opportunity.

375R. Entrepreneurship Lecture Series (1) (F,W,S) Willes Center sponsors successful entrepreneurs and leaders to BYU-Hawaii Campus to share their experiences and allow students to engage and question these guests.

485. Advanced Digital Marketing (3) (F,W,S) This course is primarily for students who want to learn how to apply digital marketing skills for an outside business. During this class, students will be introduced to the different ways in which to scale an existing online business and dramatically increase traffic to the website. Students will learn how to approach an existing business and apply their digital marketing skills in order to increase the growth and profitability of the business. Through this project based learning approach, students will apply their digital marketing skills and gain valuable consulting experience as they learn how to recognize an opportunity in an existing business and help the organization to become more successful through digital marketing. (Prerequisite: ENTR 285).