**Undergraduate Program Committee Meeting Minutes**

January 12, 2024 2:00PM-3:30PM

<https://washington.zoom.us/j/96531484013>

Voting members: J. Ni (C) R. Jindal, E. Zhang, R. Fang

Committee: J. De La Cruz, R. Baig , A. Steffens, D. Childs

G. Viers, N. Tabafunda

**Approval of Minutes – J. Ni**

* Minutes for November 2023 approved by all members of the committee

**Course Proposal: TMKTG 465 Digital Marketing – J. Ni**

* Course details and proposal available in link provided by J. Ni
* Needs to be approved by the Feb 16 Faculty meeting in order to have the course submitted in time.
* Concerns:
  + First 5 weeks curriculum looks very similar to other marketing courses. It may be redundant to students
    - Clarification from the MKTG area coordinator for this course is needed.
      * MKTG area may need to review content too.

Meeting Adjourned: 2:20pm