

## **Badge Pilot Proposal for Summer 2020**

We seek provisional approval from Senate Council to enable faculty in academic departments and colleges to design and offer non-transcripted, digital badges to students who complete two designated thematically-linked, credit-bearing courses in the summer of 2020. (See sample proposed badges below.) Badges could be earned by both UK and non-UK students. The summer pilot would not involve official transcripts provided by the University, rather students would earn access to a digital badge that could be used on platforms such as LinkedIn, etc.

Upon the completion of the summer pilot, a working group with faculty Senate representation would provide guidance for the future of the program, including: direction on building an architecture for the “stacking of badges” into existing certificates or minors; and best practices for approving and reporting on badges.

### **Sample Proposed Badges: Gatton College of Business & Economics**

#### **Digital Marketing Badge**

In one summer, invest in your professional business skills and earn a badge to boost your digital marketing savvy. The two-course series includes an introduction to broad marketing concepts and a deeper dive into digital marketing strategy creation and evaluation. Open to all UK students, preference with at least sophomore standing. To earn the Digital Marketing badge, the courses must be started and completed during Summer 2020.

- Learn about search engine optimization and paid traffic  
MKT 315 Digital Marketing Creation  
June 10 – July 8, asynchronous
- Gain an understanding of social media marketing campaigns and effective evaluation techniques  
MKT 325 Digital Marketing Strategy Evaluation  
July 9 – Aug 5, asynchronous

#### **Management Fundamentals Badge**

The Management Fundamentals badge is specially designed for non-business majors and minors who are interested in acquiring foundational general business skills for future success in the marketplace. There are no prerequisite courses nor credit hour minimums. Open to all UK students outside of business and anyone with a high school diploma. To earn the Management Fundamentals badge, the courses must be started and completed during Summer 2020.

- Explore decisions relating to price, promotion and distribution of products  
MKT 300 Marketing Management  
May 12 – June 9, asynchronous
- Learn concepts about individual and organizational behavior  
MGT 301 Business Management  
June 10 – July 8, M-F 11:30am - 1:30pm

#### **Financial Decisions Badge**

The Financial Decisions badge is specially designed for non-business majors and minors who are interested in acquiring foundational general business skills for future success in the marketplace. There are no prerequisite courses nor credit hour minimums. Open to all UK students outside of business and anyone with a high school diploma. To earn the Financial Decisions badge, the courses must be started and completed during Summer 2020.

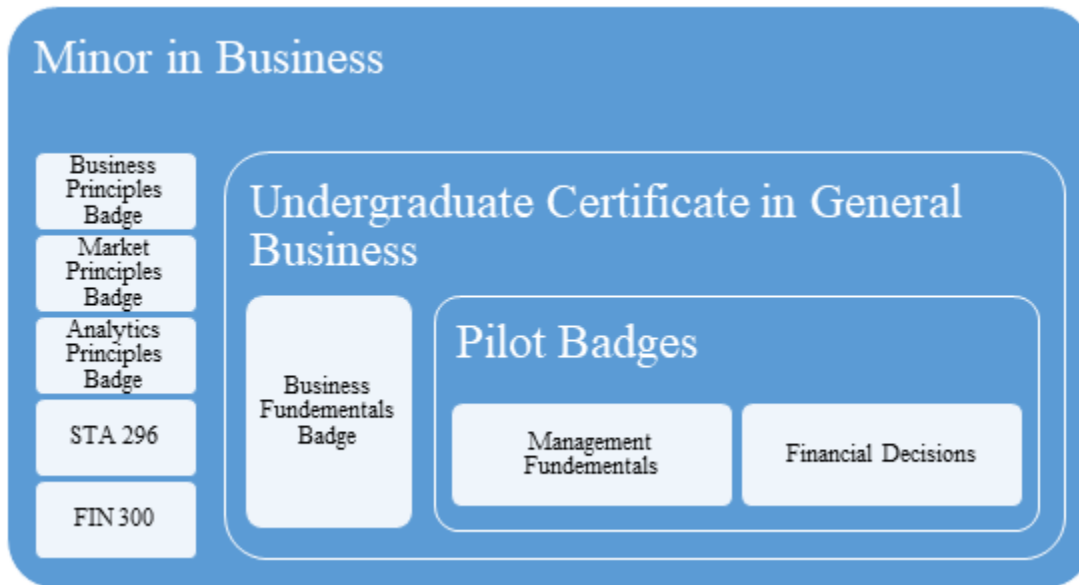
- ❑ Discover how to use financial data for internal decision making, planning, and evaluation.  
ACC 202 Managerial Uses of Accounting Information  
May 13 – June 8 OR June 11 – August 6, asynchronous
- ❑ Gain an overview of personal financial planning, decision making and investing activities  
FIN 250 Personal Investing and Financial Planning  
July 9 – August 5, TBD

### Potential Paths to Stacking Badges

While badges would not be on student transcripts, the units within the badges are UK Senate-approved courses reflected on transcripts. By stacking badges, within and across colleges, transcript credentials, such as certificates and minors, can be earned.

#### *Example Path Within Gatton College of Business & Economics*

Three badges are “stacked” to earn the Undergraduate Certificate in General Business. The courses included in three badges overlap with the five courses required in the UK Senate-approved certificate. Stacking additional badges and courses, a student could earn the UK Senate-approved Minor in Business.



#### *Example Path Between Gatton College of Business & Economics and Partner Colleges*

By stacking badges across colleges, students could earn certificates with greater cross-disciplinary content.

