

January 2016

Baruch College

Chancellor's University Report – Part A: Academic Matters

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on December 10, 2015, effective the Fall 2016 semester, pending approval of the Board of Trustees.

Section AllI: Changes in Degree Programs

AllI:10.1b. The following revisions are proposed for the BBA in Marketing Major, Marketing Management Track

Program: BBA in Marketing (Marketing Management Track)

Program Code: 01927

MHC Program Code: 60018

HEGIS Code: 0905

Effective: Fall 2016

From:			To:		
BBA in Marketing (Marketing Management Track)			BBA in Marketing (Marketing Management Track)		
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (12 Credits)		
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses			Elective Courses (12 Credits)		
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 3420	Persuasion and Customer Decision Making	3	MKT 3420	Persuasion and Customer Decision Making	3
MKT 3520	Advertising and marketing Communications	3	MKT 3520	Advertising and marketing Communications	3

MKT 4093**	Selected Topics in Marketing	3	MKT 4093**	Selected Topics in Marketing	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Advertising Creative Strategy and Tactics	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4401	International Trade Financing	3	MKT 4401	International Trade Financing	3
MKT 4410	International Trade Operations	3	MKT 4410	International Trade Operations	3
MKT 4420	International Marketing Research and Management	3	MKT 4420	International Marketing Research and Management	3
MKT 4460	International Supply chain Management	3	MKT 4460	International Supply chain Management	3
MKT 4493**	Special Topics in Advertising and Marketing Communications	3	MKT 4493**	Special Topics in Advertising and Marketing Communications	3
MKT 4511	Marketing Channels	3	MKT 4511	Marketing Channels	3
MKT 4523	Green Marketing	3	MKT 4523	Green Marketing	3
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4560	Entertainment Marketing	3	MKT 4560	Entertainment Marketing	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 4593**	Special Topics in Digital Marketing	3	MKT 4593**	Special Topics in Digital Marketing	3
			MKT 4620	Text Analytics for Marketing	3
MKT 4693**	Special Topics in Marketing Analytics	3	MKT 4693**	Special Topics in Marketing Analytics	3
MKT 4700	Business Marketing Management	3	MKT 4700	Business Marketing Management	3
MKT 4876	Advertising Account Planning	3	MKT 4876	Advertising Account Planning	3

MKT 4900	Managing Customer Relationships	3	MKT 4900	Managing Customer Relationships	3
MKT 4910	Selling and Sales Management	3	MKT 4910	Selling and Sales Management	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4912	Retailing I: Retail Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5000	Independent Study	3	MKT 5000	Independent Study	3
			MKT 5150	Advertising Campaigns I: Ad Competition	3
			MKT 5151	Advertising Campaigns II: Ad Competition	3
MKT 5200	Marketing Consulting Practicum	3	MKT 5200	Marketing Consulting Practicum	3
MKT 5550	Product Planning	3	MKT 5550	Product Planning	3
IBS 3000***	Technology, Innovation, and the Global Enterprise	3	IBS 3000***	Technology, Innovation, and the Global Enterprise	3
ECO 3250***	International Economics	3	ECO 3250***	International Economics	3
LAW 3111***	Law and International Business	3	LAW 3111***	Law and International Business	3
LAW 3118***	Law of Unfair Competition and Intellectual Property	3	LAW 3118***	Law of Unfair Competition and Intellectual Property	3
LAW 3106***	Law & Entrepreneurship	3	LAW 3106***	Law & Entrepreneurship	3
LAW 3220***	Law and the Entertainment Business	3	LAW 3220***	Law and the Entertainment Business	3
MGT 4880***	Management of Multinational Corporations	3	MGT 4880***	Management of Multinational Corporations	3
<p>*MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.</p> <p>** May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.</p> <p>***Students may take up to two non-marketing courses as part of their track.</p>					

Rationale: The department is adding three courses to the Marketing Management Track: MKT 5150 (Advertising Campaigns I: Ad Competition) and MKT 5151 (Advertising Campaigns II: Ad Competition) offer opportunities to learn fully realistic experiences in the development of promotional campaigns for actual organizations. These are existing courses that are already being used as electives for the Advertising and Communications Track. The third course is MKT4620 (Text Analytics for Marketing), a new course.

All:10.2b. The following revisions are proposed for BBA in Marketing Major, Digital Marketing Track

Program: BBA in Marketing (Digital Marketing Track)

Program Code: 01927

MHC Program Code: 60018

HEGIS Code: 0509.00

Effective: Fall 2016

Choose the courses from the following:

From:			To:		
BBA in Marketing (Digital Marketing Track)			BBA in Marketing (Digital Marketing Track)		
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (15 Credits)		
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 4123	Marketing Web Analytics and Intelligence	3	<u>MKT 3605</u>	<u>Consumer Behavior</u>	<u>3</u>
MKT 4555	Internet Marketing	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 5750	Marketing Strategy	3	MKT 4555	Internet Marketing	3
			MKT 5750	Marketing Strategy	3
Additional Required Courses (3 credits)					
MKT 3605	Consumer Behavior OR	3			
MKT 4700	Business Marketing Management	3			
Elective Courses			Elective Courses		
Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.			Choose three (3) courses (9 credits) from the following, at least two of which must be marketing (MKT) or international business (IBS) courses.		
MKT 3140		3	MKT 3140		3

	Interaction Design: Designing Innovative Digital Products and Services			Interaction Design: Designing Innovative Digital Products and Services	
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4460	International Supply Chain Management	3	MKT 4460	International Supply Chain Management	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 4593*	Special Topics in Digital Marketing	3	MKT 4593*	Special Topics in Digital Marketing	3
			MKT 4620	Text Analytics for Marketing	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5200	Marketing Consulting Practicum	3	MKT 5200	Marketing Consulting Practicum	3
IBS 3000	Technology, Innovation, and the Global Enterprise	3	IBS 3000	Technology, Innovation, and the Global Enterprise	3
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3630	Principles of Web Design	3	CIS 3630	Principles of Web Design	3
LAW 3108	Law and the Internet	3	LAW 3108	Law and the Internet	3
LAW 3118	Law of Unfair Competition and Intellectual Property	3	LAW 3118	Law of Unfair Competition and Intellectual Property	3
MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3	MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3
* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.					

Rationale: We are adding a new course, MKT 4620 (Text Analytics for Marketing), to the track. In addition, MKT 4700 is no longer being offered so we are eliminating it from the list of required courses.

**All:10.3b. The following revisions are proposed for BBA in Marketing Major,
Marketing Analytics Track**

Program: BBA in Marketing (Marketing Analytics Track)

Program Code: 01927

MHC Program Code: 660018

HEGIS Code: 0509

Effective: Fall 2016

Choose the courses from the following:

From:			To:		
BBA in Marketing (Marketing Analytics Track)			BBA in Marketing (Marketing Analytics Track)		
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (12 Credits)		
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 4561	Marketing Analytics	3	MKT 3605	Consumer Behavior	3
MKT 3605	Consumer Behavior	3	MKT 4561	Marketing Analytics	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses			Elective Courses		
Choose four (4) courses of 3 credits each from the following, two of which must be marketing (MKT) courses.			Choose four (4) courses of 3 credits each from the following, at least two of which must be marketing (MKT) courses.		
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing; Managing the creative process	3	MKT 4152	Direct Marketing II: Database Marketing; Managing the creative process	3
MKT 4693*	Special Topics in Marketing Analytics	3	MKT 4693*	Special Topics in Marketing Analytics	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
			MKT 4620	Text Analytics for Marketing	3
MKT 5000	Independent Study	3	MKT 5000	Independent Study	3
STA 3155	Regression and Forecasting Models for Business Applications	3	STA 3155	Regression and Forecasting Models for Business Applications	3
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 4170	Data Visualization	3	CIS 4170	Data Visualization	3
CIS/STA 3920	Data Mining for Business Analytics	3	CIS/STA 3920	Data Mining for Business Analytics	3

* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.

Rationale: We are adding a new course, MKT 4620 (Text Analytics for Marketing), to the track.

All:10.4b. The following revisions are proposed for the Marketing Minor for Non-Business Majors

Students in the Weissman School of Arts and Sciences or in the School of Public Affairs who wish to take business courses may do so by declaring a minor in business. Before declaring the minor, they must complete either Bus 1001 (1 credit) or Bus 1000 (3 credits). Eligibility to declare the minor is restricted to students who have an overall GPA of 2.0 or higher at the time they declare the minor. To be awarded credit for the minor, students must have a GPA of 2.0 or higher in the courses included in the minor. Courses that apply to the minor may not be used for any other requirement. This minor does not fulfill the College Option requirement to complete a liberal arts minor.

Students must choose three courses (9 credits) from the following:

From:	Marketing Minor for Non-Business Majors		To:	Marketing Minor for Non-Business Majors	
Course	Description	Crd	Course	Description	Crd
MKT 3000	Marketing Foundations	3	MKT 3000	Marketing Foundations	3
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 4555	Internet Marketing	3	MKT 3520	Advertising and Marketing Communications	3
MKT 4700	Business Marketing Management	3	MKT 3600	Marketing Research	3
MKT 4511	Marketing Channels	3	MKT 3605	Consumer Behavior	3
			MKT 4555	Internet Marketing	3

Rationale: The department has stopped offering MKT 4700 (Business Marketing Management) and MKT 4511 (Marketing Channels). This proposal is to replace those courses in the Marketing Minor for Non-Business Majors with MKT 3605 (Consumer Behavior), MKT 3600 (Marketing Research), and MKT 3520 (Advertising and Marketing Communications).

Section AIV: New Courses

AIV.10.1b.

CUNYfirst Course ID	
Department(s)	Allen G. Aaronson Department of Marketing and International Business
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	MKT
Course Prefix	MKT
Course Number	4620
Course Title	Text Analytics for Marketing
Catalogue Description	<p>Text analytics is a useful tool in the world of Digital Marketing and Analytics due to its usefulness in deriving business and strategy insights from content shared by consumers through reviews and recommendations (from websites like www.tripadvisor.com, www.amazon.com etc.) and consumer conversations (from social media websites like facebook.com, twitter.com etc.). Thus, text analytics methods and its applications are of great interest to companies, both big and small, and the demand for professionals with skill sets in various facets of text analytics has been on a steady rise. Note: Text Analytics is a “Hybrid” course that meets once a week on campus with the remaining work done asynchronously by students in the Blackboard LMS.</p> <p>This course approaches the world of Text Analytics from a business strategy perspective by introducing students to popular methods applied to analyze consumer conversations and content and by aiding students in understanding and interpreting the results obtained through such methods. The industry terminology around Text Analytics and Text Mining is decoded in this course, by preparing and analyzing unstructured textual information and demonstrating practical applications of Text Analytics methods to identify key themes and hidden meaning from unstructured data. At the end of the course students will demonstrate an understanding of how to develop powerful new marketing strategies to elevate customer experience, solidify brand value, and elevate reputation.</p> <p>This course is structured for current and future business professionals without expertise in statistics, math, and programming.</p>
Pre/ Co Requisites	Pre-requisites: MKT 3600 or STA 3155 or CIS/STA 3920
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc)	

Course Applicability	<input checked="" type="checkbox"/> Major
	<input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option
	<input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures
	<input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail _____
	<input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society
<input type="checkbox"/> Scientific World	
Effective Term	Fall 2016

Rationale: Text analytics has become a useful tool in the world of Digital Marketing and Analytics due to its usefulness in deriving business and strategy insights from content shared by consumers through reviews and recommendations (from websites like www.tripadvisor.com, www.amazon.com, etc.) and consumer conversations (from social media websites like facebook.com, twitter.com etc.). Students will learn to draw inferences from natural, unstructured communications, which can be analyzed for business meaning. Thus, text analytics methods and its applications are of great interest to companies, both big and small, and the demand for professionals with skill sets in various facets of text analytics has been on a steady rise. The course is being offered this semester as a Special Topics course.

AV:10.1b Changes to be offered in the Allen G. Aaronson Department of Marketing and International Business

CUNYFirst Course ID			
FROM		TO	
Departments	Allen G. Aaronson Department of Marketing and International Business		
Course	MKT 4151 Direct and Interactive Marketing	Course	MKT 4151 Direct and Interactive Marketing
Pre or co requisite	Prerequisite : MKT 3000; Pre or co-requisite: MKT 3520	Pre or co requisite	Prerequisite : MKT 3000
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course examines in depth the specialized areas of knowledge	Description	This course examines in depth the specialized areas of knowledge

	relating to direct mail and other direct response media, including email. It stresses the creation, production, and testing of direct response advertising, and gives the student practical experience in the development of a complete direct mail and direct response media campaign and in the preparation of mail catalogs.		relating to direct mail and other direct response media, including email. It stresses the creation, production, and testing of direct response advertising, and gives the student practical experience in the development of a complete direct mail and direct response media campaign and in the preparation of mail catalogs.
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc)		Course Attribute (e.g. Writing Intensive, Honors, etc)	
Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

Effective Term	Fall 2016
-----------------------	-----------

Rationale: MKT 4151 is an elective for the Digital Marketing Track. It now includes as a prerequisite MKT 3520, which is not a course in that track, thus forcing students to take an additional course to complete the Digital Marketing track. MKT 3000 focuses on the methods, policies, and institutions involved in the flow of goods and services from the producer to the consumer. MKT 3000 will cover the foundations of Marketing needed as a base for Direct and Interactive Marketing. This change will enable students to take the Direct and Interactive Marketing course without forcing them to take MKT 3520. The content of MKT 4151 will remain the same.

AV:10.2b. Changes to be offered in the Department of Statistics and Computer Information Systems

CUNYFirst Course ID			
FROM		TO	
Departments	Department of Statistics and Computer Information Systems		
Course	CIS 3550 Cybersecurity	Course	CIS 3550 Cybersecurity
Pre or co requisite	Prerequisite : CIS 3500	Pre or co requisite	Prerequisite : <u>CIS 2200</u>
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course aims to provide a managerial perspective on contemporary issues in computer and network security, including an assessment of state-of-the-art approaches used to address security problems and the integration of these approaches with organizational/informational systems audits, computer information systems, and management practices. Upon completing the course, students should have a practical understanding of how to design, implement, and maintain a network security plan that successfully defends a	Description	This course aims to provide a managerial perspective on contemporary issues in computer and network security, including an assessment of state-of-the-art approaches used to address security problems and the integration of these approaches with organizational/informational systems audits, computer information systems, and management practices. Upon completing the course, students should have a practical understanding of how to design, implement, and maintain a network security plan that successfully defends a

	network from malicious or accidental intrusions		network from malicious or accidental intrusions.
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc)		Course Attribute (e.g. Writing Intensive, Honors, etc)	
Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Fall 2016		

Rationale: Recent years have seen an alarming increase of unauthorized entry to computer systems, data theft, and unauthorized data monitoring. Today, the managers of any IT-enabled business must be aware of their data's vulnerabilities. This course is designed to allow students of all majors learn how to recognize system weaknesses and to defend against their exploitation. It will be an elective course in both the BBA in Information Systems and the Computer Applications in Business minor, and will be an appropriate business elective for other majors. We anticipate an enrollment of 35 students per semester initially.