

November 2012

Baruch College

Chancellor's University Report – Part A: Academic Matters

PART A: ACADEMIC MATTERS

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on May 24, 2012, effective the Fall 2013 semester, pending approval of the Board of Trustee.

Section AllI: Changes in Degree Programs

AllI:10.1b. The following revision are proposed for the BBA degree in Marketing Management (General Marketing track) in the Zicklin School of Business

Program: BBA in Marketing Management (General Marketing track)

HEGIS Code: 0509.00

Program Code: 01927

Effective: Fall 2013

FROM:			TO:		
BBA in Marketing Management (General Marketing track)			BBA in Marketing Management (General Marketing track)		
Course	Description	Crs	Course	Description	Crs
Required	Courses	12	Required	Courses	12
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
Choose four courses from:		12	Choose four courses from:		12
Four additional courses to be chosen from the following			Four additional courses to be chosen from the following		
MKT 3420	Persuasion and Customer Decision Making	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 3520	Advertising and Marketing Communications	3	MKT 3420	Persuasion and Customer Decision Making	3

MKT 4120	Media Planning	3	MKT 3520	Advertising and Marketing Communications	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4120	Media Planning	3
MKT 4131	Persuasive Techniques Communications and Strategies	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4151	Direct and Interactive Marketing	3	MKT 4131	Persuasive Techniques Communications and Strategies	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4171	Public Relations	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3
MKT 4401	International Trade Financing	3	MKT 4171	Public Relations	3
MKT 4410	International Trade Operations	3	MKT 4401	International Trade Financing	3
MKT 4420	International Marketing Research and Management	3	MKT 4410	International Trade Operations	3
MKT 4460	International Supply Chain Management	3	MKT 4420	International Marketing Research and Management	3
MKT 4511	Marketing Channels	3	MKT 4460	International Supply Chain Management	3
MKT 4523	Green Marketing	3	MKT 4511	Marketing Channels	3
MKT 4530**	Selected Topics in Marketing	3	MKT 4523	Green Marketing	3
MKT 4540	Branding	3	MKT 4530**	Selected Topics in Marketing	3
MKT 4555	Internet Marketing	3	MKT 4540	Branding	3
MKT 4557	Digital Advertising	3	MKT 4555	Internet Marketing	3
MKT 4560	Entertainment Marketing	3	MKT 4557	Digital Advertising	3
MKT 4700	Business Marketing Management	3	MKT 4560	Entertainment Marketing	3
MKT 4876	Advertising Account Planning	3	MKT 4700	Business Marketing Management	3
MKT 4900	Managing Customer	3	MKT 4876	Advertising Account	3

	Relationships			Planning	
MKT 4910	Selling and Sales Management	3	MKT 4900	Managing Customer Relationships	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4910	Selling and Sales Management	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4912	Retailing I: Retail Marketing	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 5000	Independent Study	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5550	Product Planning	3	MKT 5000	Independent Study	3
IBS 3000***	Technology, Innovation, and the Global Enterprise	3	MKT 5550	Product Planning	3
ECO 3250***	International Economics and Finance	3	IBS 3000***	Technology, Innovation, and the Global Enterprise	3
LAW 3106***	Law and Entrepreneurship	3	ECO 3250***	International Economics and Finance	3
LAW 3118***	Law of Unfair Competition and Intellectual Property	3	LAW 3106***	Law and Entrepreneurship	3
LAW 3111***	Law and International Business	3	LAW 3118***	Law of Unfair Competition and Intellectual Property	3
LAW 3220***	Law and the Entertainment Business	3	LAW 3111***	Law and International Business	3
MGT 4880***	Management of Multinational Corporations	3	LAW 3220***	Law and the Entertainment Business	3
			MGT 4880***	Management of Multinational Corporations	3

*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.

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

***Students may take up to two non-marketing courses as part of their track.

Rationale: This track is designed to provide maximum flexibility for students and every marketing course offered by the department is included as an elective in that track. It would therefore be appropriated to include this course in that track.

All:10.2b. The following revisions are proposed for the BBA degree in Marketing Management (Digital Marketing Track) in the Zicklin School of Business

Program: BBA in Marketing Management (Digital Marketing Track)

HEGIS Code: 0509.00

Program Code: 01927

Effective: Fall 2013

From:	BBA in Marketing Management (General Marketing track)		To:	BBA in Marketing Management (General Marketing track)	
Course	Description	Crs	Course	Description	Crs
Required	Courses	12	Required	Courses	12
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Additional Required Course		3	Additional Required Course		3
MKT 3605	Consumer Behavior OR	3	MKT 3605	Consumer Behavior OR	3
MKT 4700	Business Marketing Management	3	MKT 4700	Business Marketing Management	3
Choose three courses from:		9	Choose three courses from:		9
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, two of which must be marketing (MKT) or international business (IBS) courses.		
MKT 4151	Direct and Interactive Marketing	3	<u>MKT 3140</u>	<u>Interaction Design: Designing Innovative Digital Products and Services</u>	3
MKT 4557	Digital Advertising	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4460	International Supply Chain Management	3	MKT 4557	Digital Advertising	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4460	International Supply Chain Management	3
IBS 3000	Innovation, Technology and the Global Enterprise	3	MKT 4966	Social Media Marketing and New Ventures	3
CIS 3444	e-Business Technologies	3	IBS 3000	Innovation, Technology and the Global Enterprise	3

CIS 3630	Principles of Web Design	3	CIS 3444	e-Business Technologies	3
LAW 3108	Law and the Internet	3	CIS 3630	Principles of Web Design	3
LAW 3118	Law of Unfair Competition and Intellectual Property	3	LAW 3108	Law and the Internet	3
MGT 4967	Technology, Innovation and Design in Entrepreneurship	3	LAW 3118	Law of Unfair Competition and Intellectual Property	3
			MGT 4967	Technology, Innovation and Design in Entrepreneurship	3

Rationale: This course will contribute to a set of skills that is considered highly desirable in the digital marketing industry and will better prepare our students for a career in that industry.

Section AIV: New Courses

AIV:10.1b. Department of Economics and Finance

Course Number: ECO 3160

Title: Field Study of the Economics of the Environment, Business, Culture, and Global Sustainability

Hours: 3.0

Credits: 3.0

Prerequisite: ECO 1001 and/or ECO 1002, Interview and permission of the instructor and Application to Study Abroad and acceptance and interview by Director of Study Abroad

Course Description: The objective of this course is to educate students about global economic, financial, international, environmental, and business issues and the role each plays in promoting sustainable development. The main feature of this course is a 14-day study abroad experience in Costa Rica. Prior to the study abroad there will be five face-to-face classes and a two-day business sustainability retreat that will provide an introduction to the country and its culture, and to the conceptual and theoretical frameworks of economics, business, and sustainability that will prepare students for the field work they will carry out in Costa Rica. During the study tour proper, students will be given more in-depth lectures by faculty from INCAE (One of Latin America's leading business schools) and from Earth University, about Costa Rica, Latin America, economics, finance, business, culture, international management, and sustainability issues. The classroom learning will be integrated with on-the-ground experiences, e.g., field experiences, case studies, discussions, reflections and writing assignments after each field experience.

Rationale: This course is special because a large part of it will take place in Costa Rica. Costa Rica offers a unique opportunity to learn about the economics of sustainable development because of its leading role in the development of sustainable tourism, agriculture and related industries. The lectures at INCAE and Earth University will be provided by faculty who have played a pioneering role in sustainable business practices like carbon trading. Visits to sustainable businesses in areas like coffee and energy will provide students with firsthand

exposure to the challenges and opportunities in the context of sustainable business.

This is an undergraduate study abroad course that will be offered in the Winter 2013 Session as a pilot/experimental course. The enrollment is limited to 16 students on a first-come-first-served basis. Admission to the course is on a rolling basis. Students will be accepted in and registered for the course in Winter 2013, on condition they attend 5 mandatory classroom sessions and a 2 day business sustainability retreat in Fall 2012, participate in the study abroad component, and complete all course assignments by the last day of Winter 2013 Session. The course will be offered every Winter Intersession and will count towards major or minor elective credit in Economics.

AIV:10.2b. Department of Law

Course Number: LAW 4091

Title: Special Topics in Law

Hours: 1.0

Credits: 1.0

Prerequisite: To be determined by the syllabus

Course Description: This course focuses on timely and relevant topics in law that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will offer flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. Ability to offer special topics in one credit provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1.5, 2 or 3-credit course.

AIV:10.3b. Department of Law

Course Number: LAW 4092

Title: Special Topics in Law

Hours: 2.0

Credits: 2.0

Prerequisite: To be determined by the syllabus

Course Description: This course focuses on timely and relevant topics in law that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this more than once provided

that different topics are covered.

Rationale: This course will offer flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. Ability to offer special topics in two credits provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 1.5 or 3-credit course.

AIV:10.4b. Department of Law

Course Number: LAW 4093

Title: Special Topics in Law

Hours: 3.0

Credits: 3.0

Prerequisite: To be determined by the syllabus

Course Description: This course focuses on timely and relevant topics in law that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will offer flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. Ability to offer special topics in two credits provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 1.5 or 2-credit course.

AIV:10.5b. Department of Law

Course Number: LAW 4094

Title: Special Topics in Law

Hours: 1.5

Credits: 1.5

Prerequisite: To be determined by the syllabus

Course Description: This course focuses on timely and relevant topics in law that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will offer flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. Ability to offer

special topics in two credits provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 2 or 3-credit course.

AIV:10.6b. Department of Law**Course Number:** LAW 4906**Title:** Women, Law, and Policy**Hours:** 3.0**Credits:** 3.0

Prerequisite: This is a capstone course for the Interdisciplinary Law and Policy liberal arts minor. Students must have satisfied the 3000-level course requirements for this liberal arts minor prior to enrollment in this course. This course is deemed an Arts and Sciences course for purposes of satisfying a student's general education requirements.

Course Description: This course will examine the role and impact of law and the enforcement of normative social policies on the treatment of women in American society by looking at topics such as equality, reproductive rights, employment and violence against women. This course will also examine how women's legal rights have developed to reflect the changing roles of women in society.

Rationale: This course will be offered at least once a year. It is expected to enroll approximately 25 students each semester. The Law and Policy minor has become increasingly popular and the capstone sections that have been offered have filled up quickly. It is anticipated that this course will also have full enrollment when offered.

AIV: 10.7b. Department of Marketing and International Business**Course Number:** MKT 3140**Title:** Interaction Design: Designing Innovative Digital Products and Services**Hours:** 3.0**Credits:** 3.0**Prerequisite:** MKT 3000

Course Description: This course orients students to the full spectrum of interaction design. It explores how consumers perceive digital products and services, interact, and live with them. The class will cover a series of cutting-edge tools and methodologies that will enable students to research and understand user emotions and behavior, and design innovative digital products and services that will provide value to the consumer. Examples of successful interaction design from various industries will be reviewed, analyzed, and discussed (e.g., Financial Services, Fashion, Video Games, Health and Wellness, etc.).

Rationale: Today's environment is characterized by the pervasive role of technology in

consumers' lives. As a result, designing innovative digital products and services has become a pressing need across industries. This course will enable students to learn and apply the principles of interaction design. Specifically, students will be able to understand the process of designing innovative digital products and services, research, review, and analyze recent innovations, and develop innovative solutions for digital products and services that are based on consumer needs.

This course will be offered in the spring semester. It is expected to enroll approximately 30 students. MKT 3140 will fulfill an elective course requirement for the Digital Marketing and General Marketing tracks of the Marketing Management major.

The following recommendations of the Curriculum Committee were approved at the School of Public Affairs Faculty Meeting on September 13, 2012. They will be effective for the Fall 2013 semester, pending approval of the Board of Trustees.

Section AV: Changes in Existing Courses

HEGIS Code: 2102.00

Program Code: 20526

Effective: Fall 2013

AV:10.1p. The following changes the title of the course in the BSPA Program.

FROM: PAF 3106		TO: PAF 3106	
Title	Public Opinion	Title	Public Opinion Polling

Rationale: PAF 3106 Public Opinion replicates the title of POL 3310 Public Opinion. This change eliminates the duplication between the two courses and better clarifies that PAF 3106 is focused specifically on polls.