

CHANGES IN EXISTING PROGRAMS
ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Stan Ross Department of Accountancy, Fall 2009

PART A: Routine Academic Matters, Section AIV: Changes in Course Number, Title, Description, Credits, and Hours

From:			To:		
The following courses are required for the BBA in Accountancy:			The following courses are required for the BBA in Accountancy:		
Accountancy base (6 credits):			Accountancy base (6 credits):		
ACC 2101	Principles of Accounting	3	ACC 2101	Principles of Accounting	3
ACC 3202	Accounting Information Systems	3	ACC 3202	Accounting Information Systems	3
Required courses (16 credits):			Required courses (24 credits):		
ACC 3000	Financial Accounting I	4	ACC 3000	Financial Accounting I	4
ACC 3100	Financial Accounting II	4	ACC 3100	Financial Accounting II	4
ACC 3200	Cost Accounting	4	ACC 3200	Cost Accounting	4
TAX 3300	Federal Income Taxation	4	TAX 3300	Federal Income Taxation	4
And two of the following (8 credits):					
ACC 4100	Financial Accounting III	4	ACC 4100	Financial Accounting III	4
ACC4360	Internal Audit: Enterprise Risk Management	4			
ACC 4361	Internal Audit: Application and Practice	4			
ACC 5400 H	Auditing (Honors)	4	ACC 5400	Auditing	4
ACC 4306	Financial Statement Analysis	4			
TAX 4300H	Federal Income Taxes: Entities (Honors)	4			

Suggested electives:			Suggested electives*:		
			TAX 4309H	Federal Income Taxes: Entities (Honors)	4
CIS 4350	Computer Control and Audit	3	CIS 4350	Computer Control and Audit	3
LAW 3115	Securities Law and Business Crime	3	LAW 3115	Securities Law and Business Crime	3
LAW 3102	The Law of Business Organizations	3	LAW 3102	The Law of Business Organizations	3
OPR 3300	Quantitative Methods for Accounting	3	OPR 3300	Quantitative Methods for Accounting	3
	An advanced statistics course	3		An advanced statistics course	3
	An advanced finance elective (e.g., FIN 3610, Corporate Finance or FIN 3710, Investment Analysis)	3		An advanced finance course (e.g., FIN 3610, Corporate Finance or FIN 3710, Investment Analysis)	3
Total required in major over base: 24 credits			Total required in major over base: 24 credits		
Students who take their first 3000-level accounting course in Spring 2009 or thereafter must earn a minimum cumulative GPA of 2.50 in the following 3000-level Accountancy courses taken at Baruch (minimum of 8 credits must be taken at Baruch)—ACC 3000, 3100, 3200 and 3202—to register for 4000-level non-honors Accountancy courses. Enrollment in Accountancy 5400H and Tax 4309H requires a 3.5 cumulative GPA overall <i>and</i> in ACC 3000, 3100, 3200, and 3202 courses taken at Baruch.			Students who take their first 3000-level accounting course in Spring 2009 or thereafter must earn a minimum cumulative GPA of 2.50 in the following 3000-level Accountancy courses taken at Baruch (minimum of 8 credits must be taken at Baruch)—ACC 3000, 3100, 3200 and 3202—to register for 4000-level non-honors Accountancy courses. Enrollment in Tax 4309H requires a cumulative 3.5 GPA overall <i>and</i> in ACC 3000, 3100, 3200, and 3202 courses taken at Baruch.		

*Internal auditing is offered at the graduate level only

EXPLANATION: This curriculum revision responds to changes in NY State Education Department regulations concerning eligibility to sit for the CPA. The original regulations prescribe 150 hours of coursework to sit for the CPA. The current curriculum specifies that some of this coursework be taken only at the graduate level.

Although the recently revised regulations continue to require 150 hours for CPA certification, candidates may now sit for the exam after only 120 hours. In addition, candidates may complete only a subset of the courses required CPA licensure in order to sit for the exam. Advanced accounting and the law of business organizations are not required although these topics ordinarily receive strong exam emphasis. In response, the Accountancy faculty unanimously favors designating auditing, advanced accounting, and the law of business corporations as required courses for all accounting majors. The essential material covered in these courses should benefit both general accounting majors and CPA candidates.

The revision also ensures that all students will complete an upper-level communication intensive course prior to graduation.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO THE UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business November 11, 2009

PART A: Academic matters, Section AII: New Courses

New course to be offered by the Department of Marketing and International Business

AII.10.1 MKT 4123 Marketing Web Analytics and Intelligence

This course explores the impending revolution in digital analytics, one that has the potential to change both the Web analytics and business intelligence fields. Students will study new approaches toward customer intelligence that leverage *all* available data, not just data that is most convenient to access given the available tools. Finally, students will investigate how digital analytics can take a greater role in business decision-making in the future. Specifically students will gain an understanding of the strategic and operational aspects of Web analytics' tools and technologies, how Web analytics can influence and create new marketing levers, and how new marketing levers impact customer relationships, brand response, and potentially, sales. This course serves as a core course within the Digital Marketing track and as an elective in the Marketing track. 3 hours, 3 credits; Prerequisite: MKT 4555

EXPLANATION: Forrester Research estimates the market for Web analytics will be roughly \$431 million in the US in 2009, growing at a rate of 17 percent between now and 2014. Today, a majority of companies are dramatically under-invested in analyzing data flowing from digital channels. Even when business managers have committed money to measurement technology, they usually fail to apply commensurate resources and effort to make the technology work for their business. Instead, most organizations focus too much on generating reports and too little on producing true insights and recommendations, opting for what is easy, not for what is valuable to the business. The course will be offered at least once per year with a projected enrollment of 20 students. The course is a required course in the digital marketing track and may be taken as an elective in market management and advertising and communication tracks in marketing.

Approved by the Department of Marketing and International Business Faculty, November 11, 2009. Syllabus attached

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO THE UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business November 11, 2009

PART A: Academic matters, Section AII: New Courses

New course to be offered by the Department of Marketing and International Business

AII.10.1 MKT 4557 Digital Advertising

This course provides students a comprehensive overview of the key elements of digital advertising campaigns. The Internet, Social Media and Mobile Devices will be explored as primary digital advertising channels. Upon completion of this course, students will be able to leverage consumer behavior in digital channels to achieve advertising objectives, understand the best practices of creating a compelling digital advertising campaign from both a creative and media perspective, and perform campaign tracking and analysis for a digital advertising campaign. This course serves as an elective course within the Digital Marketing track and in the Marketing track. 3 hours, 3 credits Prerequisite: MKT 4555

EXPLANATION: According to Joe Plummer, the Chief Research Officer at the Advertising Research Foundation and previous vice president for McCann-Erickson WorldGroup, most Internet advertising campaigns are based on hunches and guesswork, because there has not been a standard resource that marketers can turn to for research-backed, trustworthy advice. Using benchmarks developed by Dr. Plummer, this course will serve as a go to resource for students in the following areas: Reaching customers with relevant advertising; designing effective on-line ads; budgeting online advertising, and the risks of under-allocating; integrating online advertising with the “traditional” parts of a campaign; achieving marketing objectives – from lead generation to retention and loyalty; measuring the effectiveness of Internet ads and campaigns. The course will be offered once per year with a projected enrollment of 20 students. The course is an elective course in the digital marketing track and may be taken as an elective in market management and advertising and communication tracks in marketing.

Approved by the Department of Marketing and International Business Faculty, November 11, 2009. Syllabus attached

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO THE UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business November 11, 2009

PART A: Academic matters, Section AII: New Courses

New course to be offered by the Department of Marketing and International Business

AII.10.1 MKT 4876 Managing Customer Experiences

Students will learn how account planners at advertising agencies, client marketing departments, direct marketing agencies, design consultancies, PR firms, and media independents, manage customer experiences. More specifically, they will learn how to: Gather, distill, and synthesize information available in the public domain about trends and social movements that might help brands succeed; moderate focus groups and conduct ethnographic interviews with target consumers, putting themselves in the customer's shoes, seeing the world from their perspectives, and giving them the authority to speak on the customer's behalf; write a creative brief that inspires new ideas to help brands succeed; work with creative people to help bring those ideas to life in a way that will break through the clutter of competing messages in the marketplace; develop those ideas further in creative development focus groups or one-on-one interviews; measure whether or not the messages do in fact break through the clutter and register with target consumers; monitor and assess the effects of messages in the marketplace; and modify communication strategy to keep pace with a rapidly changing world. This course serves as an elective course within the Advertising and Marketing Communication track and in the Marketing track.

3 hours, 3 credits Prerequisite: MKT 3600 and a Co-requisite MKT 3520

EXPLANATION: Consumers experience products and services in various ways. They use products and services, see and hear advertising for them on TV and radio and in magazines and newspapers, and consumers experience products and services via countless other online and offline channels, including our computers and our cell phones. They may even talk to friends and relatives about products and services. All of these experiences affect how consumers feel about brands of products and services and whether or not they will be predisposed to buy them, use them, repurchase them, and make them a part of our lives. Consequently, there is a need for students to understand the way account planners at advertising agencies, and other marketing communication firms and departments, manage these customer experiences to help brands succeed in the marketplace. The course will be offered once per year with a projected enrollment of 20 students. This course serves as an elective course within the Advertising and Marketing Communication track and in the Marketing track.

Approved by the Department of Marketing and International Business Faculty, November 11, 2009. Syllabus attached.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO THE UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business November 11, 2009

PART A: Academic matters, Section AII: New Courses

New course to be offered by the Department of Marketing and International Business

AII.10.1 MKT 4966/MGT 4966 Social Media Marketing and New Ventures

The objective of this course is to provide students with the requisite skills to understand and be able to identify business creation and marketing opportunities associated with the emerging social media. Similar to the real world business development process, this course is an eclectic combination of a variety of academic disciplines including small business studies, entrepreneurship, marketing, finance, computer information systems and political science. Specifically, the course is designed to have students understand the emerging social media "ecosystem" and how the social media phenomenon relates to business. Students will be able to define how social networking transforms their personal and professional relationships and ultimately answer the question: "So what can this social media stuff do for me?" To answer this question, students will learn the basic working of a business plan and be able to apply it to a social media new venture opportunity. (Credits cannot be received for both MKT 4966 and MGT 4966.) This course serves as an elective course within the Digital Marketing track, in the Marketing track and in the Entrepreneurship major. 3 hours, 3 credits; Prerequisites: MGT 3120 and MKT 4555

EXPLANATION: Few would argue that people in all demographics and regions of the world are more connected than ever before to the products, issues, places, and individuals in their lives, and this connectivity is dramatically reducing the cost of doing business. Clara Shih in her recent book asserts that online social networks are fundamentally changing the way we live, work, and interact. They offer businesses immense opportunities to transform customer relationships for profit: opportunities that touch virtually every business function, from sales and marketing to recruiting, collaboration to executive decision-making, product development to innovation. More specifically, we explore how social media broadly defined (Facebook, Twitter, Myspace, blogs, you-tube, pod-casts, I-phones-APPS, RSS, etc.) are creating new business opportunities by dramatically reducing barriers to entry in both the mobile and virtual worlds. As an undergraduate-level marketing and/or management course, this course is designed to appeal to a variety of audiences. The course will be offered once per year with a projected enrollment of 20 students. The course may be taken as an elective within the digital marketing track or as an elective in a variety of other programs, entrepreneurship, market management and advertising and communication tracks in marketing, etc.

Approved by the Department of Marketing and International Business Faculty, November 11, 2009. Syllabus attached.

Approved by the Department of Management Curriculum Committee, November 13, 2009.

**Zicklin School of Business
Recommendation to the Undergraduate Curriculum Committee
Marketing and International Business Department, November 11, 2009**

PART A: Routine Academic Matters

AIV: Changes in Course Number, Title, Description, Credits, Hours, Co- or Pre-requisites

AIV.10: Change in Course Title and Description

FROM: MKT 4151 Direct Marketing I: Strategies and Tactics

“This course examines in depth the specialized areas of knowledge relating to direct mail and other direct response media. 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 order catalogues.”

3 hours; 3 credits, Pre or Co requisites: MKT 3000 and MKT 3520 or equivalent.

TO: MKT 4151 Direct and Interactive Marketing

“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.” 3 hours; 3 credits
Pre or Co requisites: MKT 3000 and MKT 3520 or equivalent.

EXPLANATION: This name change is desired because of the advent of the Internet. The scope and nature of direct marketing campaigns has expanded beyond mail to include email marketing. This type of marketing is now referred to as “Direct and Interactive Marketing”. The change in the title of the course is intended to reflect the current parlance in the field. See attached syllabus.

Approved by the Department of Marketing and International Business, November 11, 2009.

Zicklin School of Business
Recommendation to the Undergraduate Curriculum Committee
Marketing and International Business Department, November 11, 2009

PART A: Routine Academic Matters

AIV.10: Change in Course Number, Title and Description

FROM: MKT 4130 Copywriting

A workshop designed to develop the student's skills in preparing effective copy for advertising and other kinds of promotions. The course includes basic copywriting techniques, copy themes, organization of ideas, and effective choice of words. The interdependence of copy and layout design are emphasized so that students may develop the sound judgment and creative skills needed to become professional copywriters and/or evaluate copy written by others. 3 hours 3 credits. Pre or Co requisites: MKT 3000 and 3520 or equivalent

TO: MKT 4131 Persuasive Communication Techniques and Strategies

A workshop designed to develop and enhance the student's creative thinking and persuasive communication skills as applied to advertising and other promotional tools, buzz marketing, guerrilla advertising, public relations and publicity. The course includes hands-on individual and group exercises relating to persuasive communication techniques and their application to communication strategies. Besides written creative skills, the course will also emphasize the connection between copy and visual design in order to give students proficiency in making sound creative judgments. The skills developed in this class can be applied at an advertising agency or in the marketing department of any organization. 3 hours; 3 credits; Pre or Co requisites: MKT 3000 and 3520 or equivalent

EXPLANATION: Copywriting, MKT 4130, in its present form is an important creative copywriting training ground. However, we believe that this course can and should do more. In order to provide Baruch students with a well-rounded course that covers multiple aspects of persuasive communication techniques and strategies, the MKT 4130 course needs to be enhanced to include practical, hands-on instruction in public relations and publicity materials creation, buzz marketing and guerrilla advertising – in addition to a foundation of creative writing skills (copywriting).

The advertising agency business is undergoing changes as clients' mindsets and priorities are changing. There are increased cost pressures that are transmitted from client to agency that virtually force change from, as an example, hugely expensive TV commercials to methods that are more cost-effective, more sales-effective and more persuasive for consumers – namely, public relations and publicity, buzz marketing and guerrilla advertising. These multiple skill sets would provide students with valuable insights and abilities to tackle marketing scenarios from various angles. These skills could be applied across a wide range of functions

throughout the organization, such as advertising, brand management, strategic planning, account management, public relations and publicity. See attached syllabus.

Approved by the Department of Marketing and International Business, September 22, 2009.

**Zicklin School of Business
Recommendation to the Undergraduate Curriculum Committee
Marketing and International Business Department, November 11, 2009**

PART A: Routine Academic Matters

Section AVI: Courses Withdrawn

MKT 4130 Copywriting

"A workshop designed to develop the student's skills in preparing effective copy for advertising and other kinds of promotions. The course includes basic copywriting techniques, copy themes, organization of ideas, and effective choice of words. The interdependence of copy and layout design are emphasized so that students may develop the sound judgment and creative skills needed to become professional copywriters and/or evaluate copy written by others." 3 hours; 3 credits Pre or Co requisites: MKT 3000 and 3520 or equivalent.

EXPLANATION: Copywriting, MKT 4130, is being replaced by MKT4131 Persuasive Communication Techniques and Strategies because the latter is a more comprehensive course and focuses on more relevant topics, such as, advertising and other promotional tools, buzz marketing, guerrilla advertising, public relations and publicity. To avoid confusion and future problems associated with transfer of credits from outside schools, MKT 4130 is being removed from the catalogue. Students who had previously taken MKT 4130 at Baruch can use it to fulfill the degree requirements that were in place at the time that they took the course.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Marketing Department, November 11, 2009

PART A: Academic Matters, Sections AI: Changes in a Degree Program
BBA in Market Management

FROM:

Advertising and Marketing Communication Track

Track Core

MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 5150	Advertising Campaigns I: Ad Competition	3 credits
MKT 5750	Marketing Strategy	3 credits

Track Electives

Choose any three courses from the following:

MKT 4120	Media Planning	3 credits
MKT 4130	Copywriting	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 5151	Advertising Campaigns II: Ad Competition	3 credits
COM 3070	Persuasion	3 credits

The following courses do not count toward fulfilling the requirements for the advertising track or the marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050	Basic Graphic Communication: Design and Advertising Layout	3 credits
ART 3050	Intermediate Graphic Communication: Layout and Pub Design	3 credits

PART A: Academic Matters, Sections AI: Changes in a Degree Program (BBA in Marketing) (continued)

TO:

Advertising and Marketing Communication Track

Track Core

MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 5750	Marketing Strategy	3 credits

Track Electives

Choose any four courses from the following:

MKT 4120	Media Planning	3 credits
MKT 4131	Persuasive Communication Techniques & Strategies	3 credits*
MKT 4171	Public Relations	3 credits
MKT 4540	Branding	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 4557	Digital Advertising	3 credits*
MKT 4876	Managing Customer Experiences	3 credits*
MKT 5150	Advertising Campaigns I: Ad Competition	3 credits
MKT 5151	Advertising Campaigns II: Ad Competition	3 credits

The following courses do not count toward fulfilling the requirements for the advertising track or the marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050	Basic Graphic Communication: Design and Advertising Layout	3 credits
ART 3050	Intermediate Graphic Communication: Layout and Pub Design	3 credits

EXPLANATION: MKT 5150 is a required course for the track that is offered only in Fall, and we are proposing that it become an elective. At present, it is difficult for students graduating in Spring to complete the track requirements because they expect to take it in their last semester. In addition, MKT 5150 and 5151 are intended to be taken as a 2-semester sequence of courses. Because MKT 5150 is a required course and 5151 is not, many students do not benefit from the sequence, and the varying levels of motivation between students who plan to complete the sequence and those who do not create additional pedagogical difficulties. MKT 5150 will now be an elective so that students who are unable to take it will still be able to complete the track requirements.

Two new electives (MKT 4876 and MKT 4557) are being introduced to reflect the changing landscape of the advertising industry. MKT 4876 focuses on how consumers experience brands and marketing communications, and on the use of research techniques to understand those experiences, topics that are on the leading edge of advertising practice. MKT 4557 reflects the emergence of new (digital) advertising media and their increasing importance to marketing communications.

MKT 4130 is being expanded in scope to cover a range of persuasive communication techniques including publicity, buzz marketing and guerrilla marketing. Thus MKT 4130 is being dropped. The title of the new course MKT 4131 “Persuasive Communication Techniques and Strategies” reflects the new focus, syllabus attached. Also as a result of this change, COM 3170 (Persuasion) is no longer needed and is being dropped from the track.

This change is needed to include the new elective courses that were approved in the Advertising and Marketing Communications track. MKT 4540 Branding is a new course that was approved earlier this Fall. It would seem to be quite a useful course for Advertising majors to take. MKT 4171 Public Relations is an existing course that has not been offered in a long time but is now being revived. It is an obvious choice as an elective for the Ad track.

**Zicklin School of Business
Recommendation to the Undergraduate Curriculum Committee
Department of Marketing & International Business**

Part A: Academic Matters, Section AI: Change in Degree Program

**AI: 10 CHANGES IN DEGREE PROGRAM
Bachelor of Business Administration Degree
BBA in Marketing Management-
New Track – Digital Marketing**

Required courses (12 credits)

MKT 3600	Marketing Research
MKT 4123	Marketing Web Analytics and Intelligence*
MKT 4555	Internet Marketing
MKT 5750	Marketing Strategy

Additional Required Course (3 credits)

MKT 3605	Consumer Behavior
Or	
MKT 4700	Business Marketing Management

Elective 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*
MKT 4557	Digital Advertising*
MKT 4460	International Supply Chain Management

MKT 4966	Social Media Marketing and New Ventures*
IBS 3000	Innovation, Technology and the Global Enterprise
CIS 3444	e-Business technologies
CIS 3630	Principles of Web Design
LAW 3108	Law and the Internet
LAW 3118	Law of Unfair Competition and Intellectual Property
MGT 4967	Technology, Innovation and Design in Entrepreneurship

** See attached syllabus*

EXPLANATION: As we approach the second decade of the 21st century, consumers and businesses alike have accepted the Internet as an indispensable part of their daily lives. For example, in the last 13 years electronic commerce, in the United States alone, has grown from a concept to \$250 billion in retail and \$3.5 billion in business-to-business sales, bringing enormous change to business firms, markets and consumer behavior.

Few would argue that business has entered a revolutionary age of marketing, one in which traditional strategies and rules no longer apply, i.e., marketing is more about conducting conversations to engage prospects with relevant content that will ultimately lead them to take action rather than pushing messages to convince prospects to take action. Consistent with this message are the rapid formation of communities and social networking sites, e.g., Facebook has added over 200M customers in the last couple of years; search engine optimization has become a multi-billion industry; mobile with its 3 billion users is overcoming technical hurdles and starting to tap its massive advertising opportunities associated with context, immediacy and personalization.

The question becomes, how do we as academics remain relevant and guide our students so they are in a position to lead this market revolution. We believe it starts with a revised curriculum specifically designed for the age of Digital Marketing.

Approved by the Department of Marketing and International Business, November 11, 2009.

**ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business**

PART A: Academic Matters, Section AI: Change in a Degree Program

AI.10. CHANGE IN A DEGREE PROGRAM
BBA in Marketing Management-Marketing track

FROM:	(12 Credits)
MKT 3400 International Business Principles	3
MKT 3600 Marketing Research	3
MKT 3605 Consumer Behavior	3
MKT 5750 Marketing Strategy	3
Any four courses from the following list:	
MKT 3520 Advertising and Marketing Communications	3
MKT 4120 Media Planning	3
MKT 4131 Persuasive Techniques Communications & Strategies	3
MKT 4151 Direct Marketing I: Strategies and Tactics	3
MKT 4152 Direct Marketing II: Database Marketing; Managing Creative Process	3
MKT 4401 International Trade Financing	3
MKT 4410 International Trade Operations	3
MKT 4420 International Marketing	3
MKT 4460 International Logistics	3
MKT 4511 Marketing Channels	3
MKT 4520 Green Marketing	3
MKT 4530** Selected Topics	3
MKT 4540 Branding	3
MKT 4555 Internet Marketing	3
MKT 4560 Entertainment Marketing	3
MKT 4700 Business Marketing Management	3

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

TO: (12 Credits)

MKT 3400 International Business Principles	3
MKT 3600 Marketing Research	3
MKT 3605 Consumer Behavior	3
MKT 5750 Marketing Strategy	3
Any four courses from the following list:	
MKT 3520 Advertising and Marketing Communications	3
MKT 4120 Media Planning	3
<u>MKT 4123 Marketing Web Analytics and Intelligence</u>	<u>3</u>
MKT 4131 Persuasive Techniques Communications & Strategies	3
MKT 4151 Direct Marketing I: Strategies and Tactics	3
MKT 4152 Direct Marketing II: Database Marketing; Managing Creative Process	3
<u>MKT 4171 Public Relations</u>	<u>3</u>
MKT 4401 International Trade Financing	3
MKT 4410 International Trade Operations	3
MKT 4420 International Marketing	3

MKT 4460 International Logistics	3
MKT 4511 Marketing Channels	3
MKT 4520 Green Marketing	3
MKT 4530** Selected Topics	3
MKT 4540 Branding	3
MKT 4555 Internet Marketing	3
<u>MKT 4557 Digital Advertising</u>	<u>3</u>
MKT 4560 Entertainment Marketing	3
MKT 4700 Business Marketing Management	3
<u>MKT 4876 Managing Customer Experiences</u>	<u>3</u>
MKT 4900 Managing Customer Relationships	3
MKT 4910 Selling and Sales Management	3
MKT 4911 Communication Skills for Selling and Marketing	3
MKT 4912 Retailing I: Retail Marketing	3
MKT 4913 Retailing II: Retail Management and Merchandising	3
<u>MKT 4966 Social Media Marketing and New Ventures</u>	<u>3</u>
MKT 5000 Independent Study	3
MKT 5550 Product Planning	3
IBS 3000 Technology, Innovation, and the Digital Enterprise	3
ECO 3250*** International Economics	3
LAW 3111*** Law and International Business	3
LAW 3118*** Law of Unfair Competition and Intellectual Property	3
LAW 3106*** Law & Entrepreneurship	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.

EXPLANATION: This change to needed to include the new elective courses that were approved in the Marketing track. The Marketing track is a general track and includes all courses offered by the department, so MKT 4123, MKT 4131, MKT 4171, MKT 4557, MKT 4876, and MKT4966 should be included as an elective like other courses. Students will then be able to have it count towards the major even if they are not taking the Ad track.

Approved by the Department of Marketing and International Business, November 11, 2009.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO THE UNDERGRADUATE CURRICULUM COMMITTEE
Department of Marketing and International Business

AIV.10.1 Change in Course Number

From: MKT 4520 Green Marketing

To: MKT 4523 Green Marketing

EXPLANATION: MKT 4520 has already been used for Promotional Strategy for Marketing Managers.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Department of Statistics & Computer Information Systems

AIV.10.1 Change in Course Prerequisite

FROM: CIS 4350 Computer Control and Audit

Prerequisites: CIS 3400. For accounting majors only: ACC 3100, ACC 3200 and ACC 3202, and a minimum overall GPA of 2.5 in all 3000 level accounting courses taken at Baruch. Note: a minimum of 8 credits of 3000 level accounting courses must be taken at Baruch College. (Effective Fall 2006, for students who take their first 3000 level accounting course in Fall 2006 or thereafter)

TO: CIS 4350 Computer Control and Audit

Prerequisites: CIS 3367 or CIS 3400 or ACC 3100 or ACC 3200

EXPLANATION: The current statement of prerequisites is not clear enough and resulted in registration challenges. CIS majors who take this course can leverage their background from CIS 3367 or CIS 3400 to learn computer control and audit.

**ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Department of Statistics & Computer Information Systems**

AIV.10.1 Change in Course Prerequisite

FROM: CIS 4550 Networked Information Systems Security

Prerequisites: CIS 4450

TO: CIS 4550 Networked Information Systems Security

Prerequisites: CIS 3500

EXPLANATION: CIS 4450 was renamed as CIS 3500 last year due to changes in its prerequisites.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Department of Statistics & Computer Information Systems

PART A: Routine Academic Matters, Section AII: New Courses

New Course to be offered by the Department of Statistics & Computer Information Systems

AII.10.1 CIS 4110 Object-Oriented Programming II with Java

This is the second course in a two-course sequence in object-oriented programming. This course covers advanced programming constructs needed to implement object hierarchies. Topics include Classes and Objects, OOP Inheritance and Polymorphism, Searching and sorting and Data Structures, File and Streams and Exception handling. Students will be required to write several programs using these concepts. 3 hours; 3 credits; Prerequisites: CIS 3100

EXPLANATION: This course gives students flexibility to choose a different programming language than what we currently offer. Students may take this course in lieu of CIS4100 Object-Oriented Programming II in C++. This course is similar in concept with CIS4100 but uses Java instead of C++. This course will be offered once per year with a projected enrollment of 30 students. It may be used as an elective for the major.

Approved by the Department of Statistics & Computer Information Systems Faculty, 9/24/09.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE
Department of Statistics and Computer Information Systems

PART A: Academic Matters, Section AI: Change in a Degree Program

AI.10. CHANGE IN A DEGREE PROGRAM
 BBA in Computer Information Systems

FROM/TO:	(12 Credits)
CIS 3100 Object-Oriented Programming I	3
CIS 3400 Database management Systems	3
CIS 4800 Systems Analysis and Design	3
CIS 5800 Information Systems Development Project	3
Any four courses from the following list:	
CIS 3367 Spreadsheet Applications in Business (formerly Microcomputer Applications in Business I)	3
CIS 3444 e-Business Technologies	3
CIS 3500 Networks and Telecommunications I (formerly CIS 4450)	3
CIS 3630 Principles of Web Design (formerly CIS 4630)	3
CIS 4100 Object Oriented Programming II	3
CIS 4110 Object Oriented Programming II with Java	3
CIS 4150 Internet Applications Development	3
CIS 4160 Web Applications Development	3
CIS 4350 Computer Control and Audit	3
CIS 4400 Database Management Systems II	3
CIS 4500 Networks and Telecommunications II	3
CIS 4550 Networked Information Systems Security	3
CIS 4610 Expert (Knowledge-Based) Systems and Technologies	3
CIS 4620 Financial Information Technologies	3
CIS 4650 Operating Systems Concepts (formerly CIS 3650)	3
CIS 4670 Special Topics in Computer Information Systems	3
OPR 3300 Quantitative Methods for Accounting	3
OPR 3450 Quantitative Decision Making for Business	3

EXPLANATION: This change to needed to include the new elective courses that were approved in the CIS major.
This change in the CIS program will apply to all current and future students majoring in CIS regardless of when they declared their major.
Although we are removing CIS 4150 from our list of electives, students who have already completed CIS 4150 can use it towards their major.

Approved by the faculty of Department of Statistics / Computer Information Systems on 9/24/09.

ZICKLIN SCHOOL OF BUSINESS
RECOMMENDATION TO UNDERGRADUATE CURRICULUM COMMITTEE

Business 3004/3005/3006

Students must work a minimum of ten hours per week for 15 weeks related to the area of their major specialization. One credit each up to a maximum of three credits may be taken. Permission will be granted only when students have completed BUS 3001/3002/3003 and subsequently switch to a new major. Grades will be on Pass/Fail basis.

EXPLANATION: Students who change their majors might want to pursue an internship experience in their new major. No more than six (6) credits of **ANY** internship coursework may be taken.

Experimental course to be Offered by the Department of Statistics & Computer Information Systems

AII.10.1 CIS 2001 Spreadsheet Formulas and Functions

In this one-credit course, students learn to build formulas and use built-in functions in a popular spreadsheet application such as MS Excel. In addition to the three cell reference methods (absolute, mixed and relative addressing), this course will provide an introduction to the most widely used built-in functions. These concepts are examined in the context of business problems and hands-on computer exercises.

1 credit; Prerequisite: Completion of the SimNet requirement

EXPLANATION:

This course addresses the need for our students to be competent in using spreadsheets. This course provides a bridge between the SIMNET test and CIS 2200 in helping students learn spreadsheet applications. This course is planned to be offered as an experimental course during the coming winter session. The SCIS department undergraduate curriculum committee and the Zicklin undergraduate curriculum committee will evaluate the data from the winter delivery of this course, and will have to re-approve the course for it to become a long-term course.

Approved by the Department of Statistics & Computer Information Systems Faculty, DATE. Syllabus attached.