

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA  
ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO  
THE ACADEMIC SENATE

AP-003-156

Business Administration, B.S. Option IN Marketing Management **FOR  
SEMESTERS**

Academic Programs Committee

Date: 04/04/2016

Executive Committee  
Received and Forwarded

Date: 04//06/2016

Academic Senate

Date: 04/13/2016  
First Reading

**BACKGROUND:** The Department International Business & Marketing has put forward a referral for **Marketing Management Option** for semesters. This is a **revised** program.

**RESOURCES CONSULTED:**

Deans  
Associate Deans  
Department Chairs  
All Faculty

**DISCUSSION:**

Before reaching the Academic Programs Committee, this program was reviewed by the College Curriculum Committee in the College of Business Administration as well as the Dean of College of Business Administration and the Office of Academic Programs. All concerns raised at those levels were addressed. The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. No concerns were raised.

**RECOMMENDATION:**

The Academic Programs Committee recommends approval of the semester program **Marketing Management**.