

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
05/04/2016
Second 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**.