

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA
ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO
THE ACADEMIC SENATE

AP-006-201

EMPHASIS NAME CHANGE FROM MARKETING RESEARCH TO CONSUMER
INSIGHTS AND ANALYTICS IN THE BS IN BUSINESS ADMINISTRATION –
MARKETING MANAGEMENT OPTION

Academic Programs Committee

Date: 04/28/2021

Executive Committee
Received and Forwarded

Date: 09/08/2021

Academic Senate

Date: 09/29/2021
First Reading
10/20/2021
Second Reading

BACKGROUND: The International Business and Marketing Department has put forward a referral for an emphasis name change from Marketing Research to Consumer Insights and Analytics in the BS in Business Administration – Marketing Management Option. This is a revised program, as the requirements are being adjusted to account for course name changes and include courses that have already been created and approved. In industry, the field of market research is rebranding itself as providing insights and analytics, which recognizes the role of big data/data science. The name change is consistent with the name of the Center for Customer Insights and Digital Marketing, which is part of the IBM department and the Analytics and Marketing Insights Club (formerly named Market Research Club). Overall, the change to ‘Consumer Insights and Analytics’ aligns better with industry expectations and will convey that students are learning up-to-date information and skills that are highly valued in the marketplace.

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 (CBA), as well as the Dean and Associate Deans of CBA and the Office of Academic Programs. 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 emphasis name change from Marketing Research to Consumer Insights and Analytics in the BS in Business Administration – Marketing Management Option.