

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

**ACADEMIC SENATE**

**ACADEMIC PROGRAMS COMMITTEE**

**REPORT TO**

**THE ACADEMIC SENATE**

**AP-005-201**

**New Emphasis in Digital Marketing in BS in Business Admin-Marketing**

**Academic Programs Committee**

**Date: 04/28/2021**

**Executive Committee  
Received and Forwarded**

**Date: 11/17/2021**

**Academic Senate**

**Date: 12/01/2021  
First Reading**

## BACKGROUND:

The proposed new Emphasis in Digital Marketing for the B.S. in Business Administration, Marketing Management Option prepares students for a career in digital marketing by providing them with foundational knowledge of the tools and strategies employed by companies across a wide range of established and emerging digital media platforms. This knowledge provides students with a comprehensive understanding of the of how companies navigate the dynamic digital landscape to achieve business objectives. Designed as a career track, the proposed Emphasis directly aims to equip students to enter positions in digital marketing. The proposed new Emphasis contains 6 required units (IBM 3072 Promotional Strategies and IBM 4032 Digital Marketing) and an additional 7 units to be selected from a list of courses in Marketing. One new course, IBM 4202 Marketing Analytics, was proposed and approved at the college level, is awaiting inclusion in the catalog, and is included in the proposed new Emphasis as one of the options in the list for fulfilling the additional 7 units of coursework. All other classes already exist.

## RESOURCES CONSULTED:

Associate Deans

Department Chairs

Dr. Juanita Roxas, Chair of International Business and Marketing

## DISCUSSION and RECOMMENDATION:

The International Business and Marketing department proposed this new Emphasis as a career track Emphasis in Marketing Management (B.S. in Business Administration). The proposed new Emphasis has two required foundational courses that are supplemented through an additional 7 units of coursework in International Business Management (IBM). The proposed new Emphasis will prepare students to enter digital marketing positions post-graduation, orient them in the fast-changing digital marketing landscape, and equip them to adapt and grow in digital marketing careers.

All department chairs and associate deans were consulted. Further, Dr. Juanita Roxas, chair of the department of IBM, was consulted. The AP committee confirmed with Dr. Roxas that the proposed new Emphasis will require no new faculty resources, as the courses that make up the emphasis are almost entirely already existing courses. The AP committee received no additional comments from the department chairs or associate deans.

The Academic Programs Committee recommends approval of the new Emphasis in Digital Marketing.