

Informational Items from Undergraduate Curriculum Committee

Approved experimental courses

1. Economics & Business: BBA 341
2. UCC: LEH 102

CUNY has made two revisions to the Pathways Common Core Course Review Committees (CCCRC):

1. Effective fall, 2020, the current two committees (each containing one representative from each campus) will be merged into one (to have one representative from each campus) that will review for all areas.
2. Instead of selected a new representative, CUNY would like one current representative to continue next year. Our current representatives are Anne Rice and Linda Sheetz. As Linda has retired, CUNY asked Anne to continue and she agreed.

**LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF ECONOMICS AND BUSINESS**

CURRICULUM CHANGE

1. **Type of change:** Experimental Course

2.

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Marketing
Course Prefix & Number	BBA 341
Course Title	Marketing in a Digital World
Description	Principles and theories of marketing are applied through the use of digital marketing tools in social media advertising, marketing research, product design, supply chain management and other marketing functions.
Pre/ Co Requisites	BBA 332, BBA 204.
Credits	3
Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

3. **Rationale:**

The creation of this course is a result in-part of the CUNY Career Success Course Innovation Grant awarded "to faculty, to support course revision and course creation with the aim of infusing career readiness competencies, integrating industry-

specific content, and/or integrating experiential learning opportunities”. Like many professional disciplines, marketing has become steeped in digital technologies for executing a range of functions from strategic planning to daily tasks such as email advertising. Working in partnership with industry firms and using applied-learning activities, this course is designed to help students become familiar with digital marketing technologies through, for example, workshops and hands-on projects as well as guest lectures and on-site tours led by industry professionals.

4. **Learning Outcomes (By the end of the course students will be expected to):**

- Map industry techniques and skills to fundamental marketing principles and theories, including the marketing mix, marketing plan, segmentation principles, marketing research principles and consumer behavior theories.
- Demonstrate the ability think strategically about marketing planning in the context of current technologies.
- Perform several practical marketing tasks using software applications for:
 - website design,
 - website analytics and optimization,
 - Internet advertising including email advertising and social media tactics
- Access, compile, analyze and interpret data from the Internet
- Understand the importance of emerging legislation as it relates to consumer privacy and protections

5. **Date of Departmental Approval:** February 13, 2020

**LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK
UNDERGRADUATE CURRICULUM COMMITTEE**

CURRICULUM CHANGE

1. **Type of change:** *Experimental Course*

2.

Department(s)	Undergraduate Curriculum Committee
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Liberal Arts
Course Prefix & Number	LEH 102
Course Title	Liberal Arts in Science and Professional Practice
Description	Nature of the liberal arts, goals and objectives of General Education, and links between liberal arts and careers in the sciences and professional practice. Specific focus on information literacy, critical thinking, and intellectual integrity.
Pre/ Co Requisites	Department Permission
Credits	1
Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

3. Rationale:

This course is a pilot and part of a redesign of thematic Meta-major Learning Communities in our first-year program. Aligned with high impact best practices, this course is specifically intended for science and pre-professional programs as a condensed version of LEH 100. In the redesign of the learning communities, for students in a variety of pre-majors the first semester either does not allow space for a 3 credit LEH course (for example, students intending to pursue Biology or Chemistry majors) or there is a specific course in the community covering some of the content that is usually covered in LEH 100 (for example, students in health-related majors will take HPI 101).

4. Learning Outcomes (By the end of the course students will be expected to):

explain the development, importance and goals of a liberal arts education;

identify the specific general education requirements of Lehman College, and create an educational plan;

demonstrate awareness of campus academic and support resources;

examine the career exploration process and how their own skills and interests match up to a chosen major/career path.

5. Date of Undergraduate Curriculum Committee Approval: April 15, 2020