BBA in Marketing Management

Major in Marketing

More than any other business discipline, Marketing deals with customers. Indeed, the heart of Marketing is building relationships with customers. Anyone involved with any facet of Marketing is concerned with providing customers with value and satisfaction. The concern is always with managing and improving the Current customer relationships and developing new relationships. This is accomplished by learning about and understanding customer needs and, in turn, developing products and services that respond to these needs while, at the same time, providing superior value.

The Department of Marketing offers a wide variety of courses to meet the specific career orientations of students interested in any facet of the marketing process.

The Department of Marketing has three distinct tracks: **Marketing, International Marketing, Advertising and Marketing Communication.**

The requirements for the **Marketing Track** are as follows:

Required courses:

MKT 3400 International Business Principles
MKT 3600 Marketing Research
MKT 3605 Consumer Behavior
MKT 5750 Marketing Strategy

Four additional courses to be chosen from any offered by the department as follows:*

MKT 3520 Advertising and Marketing Communications
MKT 4120 Media Planning
MKT 4130 Copywriting
MKT 4151 Direct Marketing I: Strategies and Tactics
MKT 4152 Direct Marketing II: Database Marketing; Managing Creative Process
MKT 4410 International Trade Operations
MKT 4420 International Marketing
MKT 4460 International Logistics
MKT 4511 Marketing Channels
*MKT 4530** Selected Topics*
MKT 4555 Internet Marketing
MKT 4700 Business Marketing Management
MKT 4900 Managing Customer Relationships
MKT 4911 Communication Skills for Selling and Marketing
MKT 4912 Retailing I: Retail Marketing
MKT 4913 Retailing II: Retail Management and Merchandising
MKT 5000 Independent Study

MKT 5550 Product Planning
*BUS 3000*** Technology, Innovation, and the Digital Enterprise*
*ECO 3250*** International Economics*
*LAW 3111*** Law and International Business*
*LAW 3118*** Law of Unfair Competition and Intellectual Property*
*LAW 3106*** Law & Entrepreneurship*
*LAW 3220*** Law and the Entertainment Business*
*MGT 4880*** Management of Multinational Corporations*

**MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.*
*** May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.*
****Students may take up to two non-marketing courses as part of their track.*

Requirements for the **International Marketing Track** are as follows:

Required Courses

MKT 3400 International Business Principles
MKT 3600 Marketing Research
MKT 3605 Consumer Behavior
MKT 4410 International Trade Operations
MKT 4420 International Marketing
MKT 5750 Marketing Strategy

Choose any two courses from the following:*

MKT 4460 International Logistics
ECO 3250 International Economics and Finance
FIN 4910 International Financial Markets
LAW 3111 Law and International Business
COM 3069 Intercultural Communication
COM 3076 International Communication
MGT 4880 Management of Multinational Corporations

**MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.*

Requirements for the **Advertising and Marketing Communication Track** are as follows:

Required Courses:

MKT 3520 Advertising and Marketing Communications
MKT 3600 Marketing Research
MKT 3605 Consumer Behavior
MKT 5150† Advertising Campaigns I: Ad Competition
MKT 5750 Marketing Strategy

Choose three courses from the following:*

MKT 4120 Media Planning
MKT 4130 Copywriting
MKT 5151 Advertising Campaigns II: Ad Competition
MKT 4555 Internet Marketing
COM 3070 Persuasion

†MKT 5150 Only offered during the fall semesters.
**MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.*

The following courses do not count towards fulfilling the requirements for the Advertising track or the Marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050 Basic Graphic Communication: Design and Advertising Layout
ART 3050 Intermediate Graphic Communication: Layout and Pub Design

Note: This curriculum applies to students enrolled in Zicklin School of Business starting Spring 2007. You can download the previous curriculum at our departmental website.

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New York, New York 10010
(646) 312-3270
http://www.baruch.cuny.edu/faculty/marketing

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Course title and Pre- or corequisits

MKT 3400 International Business Principles (3 hours; 3 credits)
Prerequisite: Junior Status.

MKT 3520 Advertising and Marketing Communications (3 hours; 3 credits)
Pre- or corequisites: MKT 3000 and Junior Status.

MKT 3600 Marketing Research (3 hours; 3 credits)
Pre- or corequisites: MKT 3000 and STA 2000.

MKT 3605 Consumer Behavior (3 hours; 3 credits)
Prerequisites: MKT 3000 and Junior Status.

MKT 4120 Media Planning (3 hours; 3 credits)
Prerequisite: MKT 3000. Pre- or corequisite: MKT 3520.

MKT 4130 Copywriting (3 hours; 3 credits)
Pre/Corequisites: MKT 3000 and 3520 or equivalent .

MKT 4151 Direct Marketing I: Strategies and Tactics (3 hours; 3 credits)
Pre- or corequisites: MKT 3000 and MKT 3520.

MKT 4152 Direct Marketing II: Database Marketing and Managing the Creative Process
(3 Hours; 3 Credits)
Prerequisite: MKT 4151 or department permession

MKT 4410 International Trade Operations (3 hours; 3 credits)
Pre- or corequisite: MKT 3400.

MKT 4420 International Marketing Research and Management (3 hours; 3 credits)
Prerequisite: MKT 3400. Pre- or corequisite: MKT 3600.

MKT 4460 International Logistics (3 hours; 3 credits)
Prerequisites: MKT 3400 .

MKT 4511 Marketing Channels (3 hours; 3 credits)
Pre- or corequisites: MKT 3000 and Junior Status.

MKT 4530 Selected Topics in Marketing (3 hours; 3 credits)
Pre- or corequisite: MKT 3000.

MKT 4555 Internet Marketing (3 hours; 3 credits)
Prerequisite: MKT 3000.

MKT 4700 Business Marketing Management (3 Hours; 3 Credits)
Pre/corequisite: MKT 3000

MKT 4900 Managing Customer Relationships (3 hours; 3 credits)
Prerequisite: MKT 4912.

MKT 4911 Communication Skills for Selling and Marketing (3 hours; 3 credits)
Pre- or corequisites: MKT 3000 and Junior Status.

MKT 4912 Retailing I: Retail Marketing (3 hours; 3 credits)
Pre- or corequisite: MKT 3000.

MKT 4913 Retailing II: Retailing Management and Merchandising (3 Hours; 3 Credits)
MKT 3000; MKT 4912 pre or co- prerequisite or department permission

MKT 5000 Independent Study (3 hours; 3 credits)
Prerequisite: marketing major and both the chairperson's consent and that of an instructor who will agree to act as supervisor.

MKT 5550 Product Planning and Development (3 hours; 3 credits)
Prerequisites: MKT 3000 and senior status. Pre- or corequisites: MKT 3600 and 3605.

MKT 5150 Advertising and Marketing Communication Campaigns (3 hours; 3 credits)
Prerequisites: MKT 4120 and senior status.
Note that this course is only offered during the fall semesters.

MKT 5151 Advertising Competition II (3 Credits 3 Hours)
Prerequisites: MKT 5150

MKT 5750 Marketing Strategy (3 hours; 3 credits)
Prerequisites: MKT 3000, 3600, and 3605.