

Major in Marketing

The [Department of Marketing](#) offers a variety of courses to meet the specific career interests of students interested in Marketing. In addition, students have the option of following a track in Advertising or International Marketing.

For a major in Marketing Management, students are required to have 24 credits (eight courses) beyond Marketing 3000. Twelve of the 24 credits are required for the core. The remaining 12 credits must be chosen from the list of electives available to all marketing management majors. All courses offered by the department are available as electives (beyond the core).

Required Courses (12 credits)

	credits
MKT 3400 International Business Principles	3
MKT 3600 Marketing Research	3
MKT 3605 Consumer Behavior	3
MKT 5750 Marketing Strategy	3

Elective Courses (12 credits)

Any four courses offered by the Department of Marketing. Two of those four courses must be at the 4000- or 5000-level.

Tracks

Students have the option of following a track in Advertising or a track in International Marketing by taking at least three of the courses listed under the track (the fourth course can be taken from that track or from outside that track). Students are NOT required to follow one of these tracks to major in Marketing Management.

Students electing to follow one of these two tracks will have a major in Marketing Management/Advertising or Marketing Management/International Marketing.

Track in Advertising

MKT 4130 Copywriting	3
MKT 4141 Television Commercial Production	3
MKT 4151 Direct Marketing	3

MKT 4171	Public Relations	3
MKT 3520	Advertising and Marketing Communications	3
MKT 4120	Media Planning	3
MKT 4530	Selected Problems in Marketing	3
MKT 4555	Electronic Marketing Media and Channels	3
MKT 5150	Advertising and Marketing Communications Campaign	3

Track in International Marketing

If you choose to specialize in the International Marketing Track, you must take a two-course core and two electives selected from the list of International Marketing Track electives.

Core

MKT 4410	International Trade Operations	3
MKT 4420	International Marketing	3

Electives

MKT 4460	International Logistics	3
MKT 5100	Marketing Internship	3
ECO 3250	International Economics & Finance	3
FIN 4910	International Financial Markets	3
LAW 3111	Law and International Business	3
COM 3069	Intercultural Communication	3
COM 3076	International Communication	3
MGT 4880	Management of Multinational Corporations	3

Faculty Advisors

Office hours only applicable during regular semester

For International Marketing Issues:

Professor Andreas Grein
Coordinator, International Business Program

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Office Hours By Appt. Only

For all other:

Professor David Luna

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Career Opportunities

Marketing is a highly dynamic field with a variety of careers available to degreed practitioners. These career areas include product and brand management, international marketing, advertising and marketing communication, retailing, logistics and distribution, marketing research, e-commerce, and personal selling. Often marketing career paths may lead to positions in upper-level corporate management. For example, Steve Balmer, the CEO of Microsoft, has a marketing background.

Indeed, business leaders throughout the world regard marketing as critical since it is directly responsible for customer relationships that lead to profit. Marketing managers identify customers in as much detail as possible, they determine the needs of the customers, and they determine how the organization can best satisfy those needs.

Marketing managers may be involved in a variety of functions including the design of products, the development of pricing and advertising strategies, and the construction of procedures for product distribution. Entrepreneurs who start their own businesses also benefit from knowledge of marketing in developing consumer- or business-oriented strategies.

Virtually all industries and organizations-profit and non-profit-depend on marketing, whether they market to household or business-to-business consumers. Whatever career path one chooses, a background in marketing helps one to think both strategically and tactically; it helps one to understand consumers; and it helps one to develop appropriate business models. Finally, and not to be overlooked, a career in marketing can provide a high degree of both personal satisfaction and professional development.

See website for [Career Development Center](#) for more information.