

MBA in Marketing

The MBA in marketing allows students to select courses from a broad range of marketing areas and is designed to prepare students for careers in all aspects of the marketing process. All students are required to take two courses: MKT 9702 and MKT 9716. The two remaining courses to complete the major can be chosen in two ways: (1) students can select any two elective courses from a wide array of department offerings based on their individual needs or interests, or (2) students with an interest in specific areas in advertising, Internet marketing, or international marketing are advised to take courses in these areas (see reverse). Students are encouraged to meet with a faculty advisor to help them in their selection of courses.

Summary of Course

Requirements:

Core/Breadth	33 credits (12 courses)
Major:	12 credits (4 courses)
International Elective:	3 credits (1 course)
General Electives:	9 credits (3 courses)
Total:	57 credits (20 courses)

PRELIMINARY COURSES

QuickStart Accounting, Excel, Math, Statistics, & Technology (Voluntary Modules)
A series of written and spoken English courses for International Students (based on evaluation)

REQUIRED IN MAJOR

MKT 9702 Marketing Research*

Exploration of the development of market research studies through the setting of objectives, the design of surveys and other information-gathering techniques, the collection of data, the interpretation of findings, and the preparation and presentation of research projects. Prerequisite: MKT 9703; STA 9708.

MKT 9716 Consumer Behavior*

Examination of the psychological, economic, sociocultural, and decision-making influences on consumer behavior, including a discussion of consumer behavior applications to social marketing. Pre- or co requisite: MKT 9703.

*Generally, waivers will not be given for MTK 9702 & MKT 9716. Students who think they have the appropriate background that warrants seeking substitutions for these courses, should contact the department chair.

Electives 6 credits

To complete the major, students choose two additional courses form a wide array of offerings in the Department of Marketing (MKT). Students may tailor the major to their individual needs and interests. At the same time, students with an interest in specific areas of advertising, internet marketing, or international marketing are advised to take courses within these areas (see reverse side for courses).

For more information about the marketing major, please contact:
Professor David Luna, 646-312-3274, VC 12.245
David_Luna@baruch.cuny.edu
Professor Kapil Bawa, 646-312-3287, VC 12-241
Kapil_Bawa@baruch.cuny.edu

For information about international marketing courses, please contact:
Professor Andreas Grein, 646-312-3341, VC 13-249
Andreas_Grein@baruch.cuny.edu

Marketing Electives for Advertising, Internet Marketing, and International Marketing

Advertising The art of persuasion through communication in the advertising and marketing communication fields, and involving advertising agencies, advertisers, and the media.

MKT 9701 Advertising and Marketing Communications

MKT 9725 Advertising Copy Techniques

MKT 9726 Direct Marketing I: Strategies and Tactics

MKT 9736 Direct Marketing II: Database Marketing and Managing the Creative Process

MKT 9728 Media Planning and Analysis

Internet Marketing The explosive use of the Internet is rapidly changing the way business is being conducted, and this, in turn, is fundamentally altering the business-customer interface. Marketing will necessarily be a critical element in the evolution and functioning of the Internet. Internet marketing deals with the marketing aspects of this expanding technology.

MKT 9764 Internet Marketing and Global Business

MKT 9780 Interactive Internet Marketing

MKT 9781 Internet and Small Business Entrepreneurship

International Marketing The commercial exchange of materials, goods, and services among countries, involving trading firms and multinational enterprises.

MKT 9763 International Trade Operations

MKT 9766 International Marketing Management

MKT 9774 International Logistics