

# MS in Marketing

The MS program in marketing allows students to focus specifically on marketing and marketing-related areas. Students in the program are required to take a minimum of 30 credits. This is in contrast to the MBA program, which requires more credits including a number of courses spanning all areas of business for a broader background. All students take the 4 required courses, and then design their own programs by taking six additional courses from any offered by the Department of Marketing, including IBS 9760.

## **Summary of Course**

### **Requirements:**

Core/Breadth  
12 credits (4 courses)  
Electives or sub-specialization  
18 credits (6 courses)

**Total:** \*30 credits

\*Minimum of 30 credits to graduate.

## **PRELIMINARY COURSES**

Should any required or elective courses have prerequisites that are not otherwise part of the degree program, these courses are taken in addition to the 30 credits required for the degree.

## **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 reports.

Prerequisite: MKT 9703, STA 9708.

### MKT 9703 Marketing Management

Examination of the nature & fundamentals of marketing management. The course focuses on the development of a marketing plan & the functional tools available to the marketing manager to implement the plan. It draws specific attention to the planning, organizing, directing, and controlling of the marketing function.

### 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.

### MKT 9750 Marketing Strategy

Examination of marketing strategy as a tool for optimizing short-term & long-term organizational goals in the dynamic global marketing environment through analysis of real-world cases. Lectures and text readings provide the basis for translating the cases into marketing strategy concepts. Prerequisite: MKT 9703.

*Students who completed any of the above four courses on the undergraduate level with grades of B or better may substitute other marketing electives for these required courses.*

### Electives:

Choose any six elective courses in the Department of Marketing, including IBS 9760. See Reverse.

*Students who took an undergraduate major in marketing should consult either the Zicklin Office of Graduate Student Services or the Department of Marketing prior to their initial registration.*

*An MBA degree in Marketing is also available.*

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

Students with an interest in e-commerce should consider including the following courses in their program:\*

CIS 9444 e-Business Principles and Technologies  
MKT 9764 Internet Marketing and Global Business  
MKT 9780 Interactive Internet Marketing  
MKT 9781 (MGT 9866) Internet and Small Business Entrepreneurship

Students with an interest in international marketing should consider including the following courses in their program:\*

MKT 9763 International Trade Operations  
MKT 9766 International Marketing Management  
IBS 9760 International Business Analysis

Additionally, students should consider the following:

FIN 9788 International Corporate Finance  
IBS 9767 Foreign Markets, Cultures, and Regimes  
IBS 9768 Advanced Topics in International Business  
Business  
IBS 9769 International Business Strategy  
LAW 9740 International Trade and Investment Law

MKT 9761 International Commodity Trading  
MKT 9764 Internet Marketing and Global

MKT 9765 Comparative Marketing Systems  
MKT 9774 International Logistics

Students with an interest in marketing research should consider including the following courses in their program:\*

STA 9708 Applied Statistical Analysis for Business Decisions  
STA 9700 Modern Regression Analysis  
OR  
STA 9000 Regression and Forecasting Models for Business Application (Credit given for STA 9700 or STA 9000, not both.)  
STA 9705 Multivariate Statistical Analysis  
STA 9710 Statistical Methods in Sampling and Auditing  
STA 9750/0PR 9750 Basic Software Tools for Data Analysis  
PSY 9753 Attitude and Attitude Change .  
PSY 9760 Psychometric Methods  
COM 9635 Research Methods in Corporate Communication  
COM 9640 Qualitative Research Methods

*\*Students interested in e-commerce, international marketing, or marketing research may substitute the suggested non-marketing courses indicated above for marketing courses in consultation with a department advisor.*