



**NEW YORK SMART.
WORLD-CLASS READY.™**

Baruch College | Department of Marketing and International Business

MARKETING COURSE PATH for ACCOUNTING

Additional courses if wishing to pursue the following roles

			Course Relevance for you	
	Audit Associate	MKT 9738 Web Analytics and Intelligence	MKT 9764 Internet Marketing and Global Business	<i>Build strategic and operational understanding of analytics and insights to skillfully achieve higher-level relevance of audit exercises</i>
	Tax Associate	MKT 9738 Web Analytics and Intelligence	MKT 9766 International Marketing Management	<i>Develop strategic insights through quantitative reasoning to the impact of regulations for customer markets</i>
Fundamentals	Staff Accountant	MKT 9750 Marketing Strategy	MKT 9716 Consumer Behavior	<i>Develop actionable market and customer based strategic insight for optimized tracking and monitoring</i>
MKT 9703 Marketing Management	Consultant	MKT 9750 Marketing Strategy	MKT 9759 Marketing Consulting Practicum	<i>Develop domain knowledge, and master tools for effective research & analyses for internal and external teams</i>
MKT 9702 Marketing Research	Advisory Services Staff	MKT 9716 Consumer Behavior	MKT 9766 International Marketing Management	<i>Master tools for operating effective strategies for local and global advisory customers</i>
MKT 9737 Marketing Analytics	Information Technology Risk Analyst	MKT 9764 Internet Marketing and Global Business	MKT 9716 Consumer Behavior	<i>Gather process-oriented analytical skills focused on customer trends to better comprehend and determine risk</i>
MKT 9780 Digital Marketing	Fraud Investigation Associate	MKT 9766 International Marketing Management	MKT 9738 Web Analytics and Intelligence	<i>Build strategic and operational insights for global business and modern data-centric approaches for monitoring business processes</i>