



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

Baruch College | Department of Marketing and International Business

MARKETING COURSE PATH for CIS

Additional courses if wishing to pursue the following roles

Fundamentals
MKT 9703 Marketing Management
MKT 9702 Marketing Research
MKT 9737 Marketing Analytics
MKT 9780 Digital Marketing

Project Management	MKT 9740 Data-driven Marketing Strategy	MKT 9716 Consumer Behavior
Business Analysis	MKT 9738 Web Analytics and Intelligence	MKT 9750 Marketing Strategy
Technology Management	MKT 9738 Web Analytics and Intelligence	MKT 9785 Digital Marketing Strategy
Consultant	MKT 9750 Marketing Strategy	MKT 9759 Marketing Consulting Practicum
IT Auditing	MKT 9738 Web Analytics and Intelligence	MKT 9766 International Marketing Management

Course Relevance for you
<i>Optimize your business resource allocation decisions through quantitative analysis</i>
<i>Learn to achieve business objectives by mastering tools to understand, identify, and serve customers</i>
<i>Build technology-driven strategic and operational understanding to optimize business decision-making</i>
<i>Learn domain-specific use of marketing strategy tools for optimizing and achieving organizational goals</i>
<i>Build strategic and operational understanding of analytics and insights to skillfully master data intelligence</i>