



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

Baruch College | Department of Marketing and International Business

MARKETING COURSE PATH for FINANCE

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

Financial Analyst/Associate	MKT 9738 Web Analytics and Intelligence	MKT 9764 Internet Marketing and Global Business
Consultant	MKT 9738 Web Analytics and Intelligence	MKT 9740 Data-driven Marketing Strategy
Project Manager	MKT 9740 Data-driven Marketing Strategy	MKT 9759 Marketing Consulting Practicum
Business Development Analyst	MKT 9750 Marketing Strategy	MKT 9716 Consumer Behavior
Credit Risk Analyst	MKT 9738 Web Analytics and Intelligence	MKT 9740 Data-driven Marketing Strategy
System Implementation Analyst	MKT 9764 Internet Marketing and Global Business	MKT 9759 Marketing Consulting Practicum
Pricing Analyst	MKT 9740 Data-driven Marketing Strategy	MKT 9716 Consumer Behavior

Course Relevance for you
<i>Build strategic and operational understanding of analytics and insights to optimize business decision-making in a rapidly changing global world</i>
<i>Build domain specific understanding of analytics and insights through quantitative reasoning</i>
<i>Optimize your marketing resource allocation decisions through quantitative analysis</i>
<i>Maximize business development by mastering tools to best understand, identify, and serve your customer</i>
<i>Build strategic and operational understanding of analytics and insights decisions through quantitative reasoning</i>
<i>Learn to leverage international dimensions of trade and commerce to maximize global reach and success</i>
<i>Master the analytical tools and consumer insights needed to develop and deploy effective pricing strategy</i>