



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

Baruch College | Department of Marketing and International Business

MARKETING COURSE PATHS

	<i>Additional courses if you are seeking a career in</i>	COURSE 1	COURSE 2	COURSE 3
FUNDAMENTALS	Digital Marketing Digital Account Management Digital Analytics Digital Marketing Manager	MKT 9780 Digital Marketing <i>Learn how to use Digital Tools to market your business.</i>	MKT 9782 (1.5 cr) Search Engine Marketing MKT 9783 (1.5 cr) Social Media Marketing <i>Master how to maximize the effectiveness of social media platforms and web-based tools</i>	MKT 9738 Web Analytics and Intelligence <i>Build strategic and operational understanding of analytics and insights to optimize business decision-making</i>
MKT 9703 Marketing Management	Marketing Analytics	MKT 9737 Marketing Analytics <i>Master statistical analysis to optimize marketing decisions</i>	MKT 9740 Data-driven Marketing Strategy <i>Optimize your marketing resource allocation decisions through quantitative analysis</i>	MKT 9741 Marketing Analytics & Big Data <i>Learn to interrogate Big Data to understand & predict individual habits, market movements & global trends</i>
MKT 9716 Consumer Behavior	Marketing Management B2B, B2C Account Management(Advertising, Media, and Research) Business Development	MKT 9750 Marketing Strategy <i>Learn how to use marketing strategy as a tool for optimizing your company goals</i>	MKT 9701 Advertising and Marketing Communications <i>Comprehensively understand how to leverage integrated marketing communications</i>	MKT 9766 International Marketing Management <i>Learn to leverage international marketing policies and strategies</i>
MKT 9702 Marketing Research	International Marketing	MKT 9766 International Marketing Management <i>Learn how to leverage international marketing policies and deploy effective strategies</i>	MKT 9739 Global Advertising & Marketing Communication <i>Master marketing communication in a rapidly changing global space</i>	MKT 9764 Internet Marketing and Global Business <i>Master critical tools to maximize global commerce using electronic media for global reach</i>

ALL OTHER COURSES Offered

- MKT 9701: Advertising and Marketing Communications
- MKT 9728: Media Planning in the Digital age
- MKT 9737: Marketing Analytics
- MKT 9738: Web Analytics and Intelligence
- MKT 9740: Data-driven Marketing Strategy
- MKT 9750: Marketing Strategy
- MKT 9759: Marketing Consulting Practicum
- MKT 9764: Internet Marketing and Global Business
- MKT 9766: International Marketing Management
- MKT 9780: Digital Marketing
- MKT 9782: Search Engine Marketing
- IBS 9767: Global Firms, Cultures and Govt
- MKT 9783: Social Media Marketing
- MKT 9785: Digital Marketing Strategy
- MKT 9739: Global Advertising & Marketing Communication
- IBS 9600: Introduction to International Business I
- BS 9791: Special Topics in IB
- IBS 9761: Emerging Markets & IB Env
- IBS 9793: Special Topics in IB
- IBS 9769: International Business Strategy

