



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

Baruch College | Department of Marketing and International Business

MARKETING COURSE PATH for REAL ESTATE

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

Broker (Residential, Retail, and Commercial)	MKT 9716 Consumer Behavior	MKT 9785 Digital Marketing Strategy
Appraiser (Residential & Commercial)	MKT 9738 Web Analytics and Intelligence	MKT 9750 Marketing Strategy
Property Management	MKT 9716 Consumer Behavior	MKT 9740 Data-driven Marketing Strategy
Others (Lease Management, Community Development)	MKT 9738 Web Analytics and Intelligence	MKT 9766 International Marketing Management
Mortgage Collection, Credit Analysis, Loan Management	MKT 9738 Web Analytics and Intelligence	MKT 9785 Digital Marketing Strategy
Real Estate Development and Management	MKT 9750 Marketing Strategy	MKT 9716 Consumer Behavior

Course Relevance for you
<i>Learn to achieve business objectives by mastering tools to understand, identify, and serve customers</i>
<i>Develop skills for using intelligence to dovetail tactical activity with strategic goals for asset pricing</i>
<i>Build technology-driven strategic and operational understanding to optimize business decision-making</i>
<i>Learn to integrate marketing intelligence for market development to deliver customer-service and engagement</i>
<i>Build strategic and operational understanding of analytics and insights to skillfully master data intelligence</i>
<i>Optimize your business resource allocation decisions through quantitative analysis</i>