

MARKETING MAJOR, BBA - ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS CONCENTRATION

Campus: NYC, Westchester

The Advertising and Integrated Marketing Communications Concentration prepares students for careers in advertising and integrated marketing communications, account management, marketing analysis and research, product or brand management, product planning, customer analysis, promotion management, social and traditional media, public relations and Internet marketing.

Major Completion Summary

| Requirement | Credits |
|------------------------------|------------|
| University Core Requirements | 53 |
| Major Requirements | 53 |
| Open Electives | 22 |
| Total Credits | 128 |

University Core Requirements (53 Credits)

See complete University Core (<http://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

| Code | Title | Credits |
|--|---|---------|
| Foundation Requirements | | |
| MAT 104 | Finite Mathematics | 3 |
| CIS 101 | Introduction to Computing | 3 |
| or TS 105 | Computers for Human Empowerment | |
| Lubin Foundation Requirement in Quantitative Reasoning ¹ | | |
| ECO 105 | Principles of Economics: Macroeconomics | 3 |
| ECO 106 | Principles of Economics: Microeconomics | 3 |
| MAT 117 | Elementary Statistics ² | 4 |
| One Elective Course in Mathematics or Economics ³ | | 3 |

¹ These four courses are applied to the University Core Areas of Knowledge (AOK) requirement as an In-depth Sequence in Quantitative Reasoning. Therefore, Lubin majors are required to complete only one course from each of the four Areas of Knowledge. See Lubin Foundation Requirement (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/#business-foundation>) in Quantitative Reasoning for more details.

² MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

³ Any ECO or MAT course, except MAT 100, 102, 103, 104, 117, 130, 134, 234 or ECO 105 or 106.

Major Requirements (53 Credits)

| Code | Title | Credits |
|-----------------------------------|--|---------|
| Business Core ¹ | | |
| BUS 101 | Contemporary Business Practice | 3 |
| ACC 203 | Financial Accounting | 4 |
| ACC 204 | Managerial Accounting | 4 |
| FIN 260 | Financial Management | 3 |
| LAW 150 | Business Law I | 3 |
| MAR 201 | Principles of Marketing | 3 |
| MGT 150 | Managerial and Organizational Concepts | 3 |
| MGT 226 | Business Analytics | 3 |
| MGT 490 | Business Strategy | 3 |
| Major Requirements | | |
| <i>Marketing Core</i> | | |
| MAR 201 | Principles of Marketing ² | (3) |

| | | |
|--|--|----|
| MAR 222 | Marketing Research | 3 |
| MAR 499 | Advanced Marketing Management | 3 |
| Advertising and Integrated Marketing Communications Concentration | | |
| <i>Required Concentration Courses</i> | | |
| MAR 221 | Fundamentals of Advertising and Promotion | 3 |
| MAR 345 | Media Planning and Buying | 3 |
| MAR 223 or MAR 331 | Consumer Behavior Managerial Marketing | 3 |
| <i>Required International Marketing Course</i> | | |
| Select one of the following: | | 3 |
| MAR 351 | International Marketing | |
| MAR 352 | International Advertising and Promotion | |
| MAR 356 | International Marketing Field Study | |
| MAR 357 | International Field Study New York Metro Area | |
| MAR 459 | International Marketing Seminar | |
| <i>Senior Advertising Requirement</i> | | |
| Select one of the following two options: | | 6 |
| MAR 346 & MAR 348 | Ad Team I - Brand Engagement Research, Strategy and Marketing Communication to Activate Brand Change and Ad Team II - The Brand Pitch The Plan and Presentation to Win New Business | |
| MAR 445 | Advertising and Communications Strategy (& Marketing Elective) | |
| Total Credits | | 53 |

¹ See Business Core Requirements (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied toward the Business Core.

Open Electives (22 Credits)

| Code | Title | Credits |
|--------------------------------|-------|---------|
| Open Electives | | |
| Select 22 credits ¹ | | 22 |
| Total Credits | | 22 |

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for first-year students.