

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, including account management, creative direction (copy writing and art direction), marketing research, analysis and consumer insights, media planning and buying, digital and traditional media, social media, product or brand management, product planning, customer analysis, promotion management, public relations and all forms of marketing over the Internet.

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 or TS 105	Introduction to Computing Computers for Human Empowerment	3
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	Advertising Strategy & Creative	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	
<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 Campaigns (& 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.

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ECO 105	Principles of Economics: Macroeconomics	0-3
ENG 110 or ENG 120	Composition or Critical Writing	3 or 4
MAT 104	Finite Mathematics	3
Area of Knowledge (AOK)		3
Credits		13-17
Spring		
BUS 101	Contemporary Business Practice	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing (or Liberal Arts and Science Elective) ¹	4
Area of Knowledge (AOK)		3
Learning Community (LC) Required*		
Credits		17

Second Year**Fall**

ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MAT or ECO Elective		3
MAR 201	Principles of Marketing	3
Second Language Course		3

Credits	16
----------------	-----------

Spring

ACC 204	Managerial Accounting	4
ENG 201	Writing in the Disciplines	3
LAW 150	Business Law I	3
MGT 150	Managerial and Organizational Concepts	3
Second Language Course or Liberal Arts & Science Elective		3

Credits	16
----------------	-----------

Third Year**Fall**

MAR 221	Advertising Strategy & Creative	3
FIN 260	Financial Management	3
MAR 222	Marketing Research	3
Foundation Science Course with Lab		3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		1

Credits	16
----------------	-----------

Spring

MAR 345	Media Planning and Buying	3
MAR 223 or MAR 331	Consumer Behavior or Managerial Marketing	3
MGT 226	Business Analytics	3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		3
Open Elective		3

Credits	18
----------------	-----------

Fourth Year**Fall**

MGT 490	Business Strategy	3
MAR 351 or MAR 352	International Marketing (or MAR 356) or International Advertising and Promotion	3
MAR 346 or MAR 445	Ad Team I - Brand Engagement Research, Strategy and Marketing Communication to Activate Brand Change or Advertising Campaigns	3
Open Elective and/or Civic Engagement (CE/AOK I)		3
Open Elective		3

Credits	15
----------------	-----------

Spring

MAR 348 or MAR 445	Ad Team II - The Brand Pitch The Plan and Presentation to Win New Business or Advertising Campaigns	3
MAR 499	Advanced Marketing Management	3
Open Elective		3
Open Elective		3

4 Marketing Major, BBA - Advertising and Integrated Marketing Communications Concentration

Open Elective	3
Credits	15
Total Credits	126-130

¹ Students transferring ENG 120 with 3 credits will need to take an additional one (1) Liberal Arts and Science Elective Credit.