

# MARKETING MAJOR, BBA - ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS CONCENTRATION

Campus: NYC, Westchester

## Major Completion Summary

Requirement	Credits
University Core Requirements	53
Major Requirements	53
Open Electives	22
<b>Total Credits</b>	<b>128</b>

## 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
<b>Foundation Requirements</b>		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
<b>Lubin Foundation Requirement in Quantitative Reasoning <sup>1</sup></b>		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics <sup>2</sup>	4
One Elective Course in Mathematics or Economics <sup>3</sup>		3

<sup>1</sup> 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.

<sup>2</sup> MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

<sup>3</sup> 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
<b>Business Core <sup>1</sup></b>		
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
<b>Major Requirements</b>		
<i>Marketing Core</i>		
MAR 201	Principles of Marketing <sup>2</sup>	(3)
MAR 222	Marketing Research	3
MAR 499	Advanced Marketing Management	3
<b>Advertising and Integrated Marketing Communications Concentration</b>		

*Required Concentration Courses*

MAR 221	Advertising Strategy & Creative	3
MAR 345	Media Planning and Buying	3
MAR 223 or MAR 331	Consumer Behavior Managerial Marketing	3

*Required International Marketing Course*

Select one of the following:		3
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	

*Senior Advertising Requirement*

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**

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

<sup>2</sup> Applied toward the Business Core.

## Open Electives (22 Credits)

Code	Title	Credits
<b>Open Electives</b>		
Select 22 credits <sup>1</sup>		22
<b>Total Credits</b>		<b>22</b>

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