

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
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		

Required Concentration Courses

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

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	
MAR 357	International Field Study New York Metro Area	
MAR 459	International Marketing Seminar	

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 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.