

MARKETING MAJOR, BBA - ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS CONCENTRATION

Campus: NYC, Westchester

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
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.