

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

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**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.