

# MARKETING MAJOR, BBA

**Campus:** Westchester

## Overview

Unleash your Potential: A Flexible Path to your Career in Marketing

Equip yourself for a dynamic career in the ever-evolving world of marketing with Pace University's Lubin School of Business. Our flexible marketing program offers a range of courses to ignite your passion, from the fast-paced world of sports marketing to the cutting edge of fashion. Whether you're drawn to managing the creative process, the thrill of arts and entertainment, or the power of digital and integrated marketing communications, our program provides the foundation and specialized knowledge you need to thrive. With a focus on practical application and industry trends, you'll graduate ready to make a lasting impression on any organization you choose.

## Major Completion Summary

Requirement	Credits
Requirements	
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 (<https://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	0-3
CIS 101	Introduction to Computing	3-4
or TS 105	Computers for Human Empowerment	
<b>Lubin Foundation Requirement in Quantitative Reasoning <sup>1</sup></b>		
ECO 105	Principles of Economics: Macroeconomics	0-3
ECO 106	Principles of Economics: Microeconomics	0-3
MAT 117	Elementary Statistics <sup>2</sup>	0-4
One Elective Course in Mathematics or Economics <sup>3</sup>		

<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 (<https://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>		
Business Core		
International Business Course (Any Lubin Major) 3 credits		
MAR 351	International Marketing	3
MAR 352	International Advertising and Promotion	3
MAR 356	International Marketing Field Study	3
MGT 208	Travel and Tourism Management	3
MGT 240	International Management	3

## \*Major Requirements\*

MAR 201	Principles of Marketing	3
MAR 222	Marketing Research	3
Major courses		
An additional 15 credits in Marketing or Management (max of 1 course)		
MAR 221	Advertising Strategy & Creative	3
MAR 223	Consumer Behavior	3
MAR 331	Managerial Marketing	3
MAR 342	Public Relations	3
MAR 345	Media Planning and Buying	3
MAR 346	Ad Team I - Brand Engagement Research, Strategy and Marketing Communication to Activate Brand Change	3
MAR 348	Ad Team II - The Brand Pitch The Plan and Presentation to Win New Business	3
MAR 349	Strategic Digital Marketing	3
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	3
MAR 364	Sports Marketing	3
MAR 365	Fashion Marketing	3
MAR 366	Sports Sponsorship	3
MAR 431	New Product Development	3
MAR 445	Advertising Campaigns	3
MAR 499	Advanced Marketing Management	3
MGT 208	Travel and Tourism Management	3
MGT 222	Organizational Behavior	3
MGT 235	Arts and Entertainment Management	3
MGT 262	Human Resources Management	3
MGT 306	Service Management	3
MGT 313	Cruise Industry Management	3
MGT 315	Small Business Management	3
MGT 330	Business and Society	3
MGT 363	Training and Development	3
MGT 365	Managerial Negotiations	3
MGT 370	Managing Creativity	3
MGT 366	Leadership Principles and Practice	3
MGT 416	Business Plan Development	3
*Total Credits*		53

<sup>1</sup> See Business Core Requirements for more details.

## 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.

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
ENG 110	Composition	3
<b>Credits</b>		<b>3</b>

<b>Spring</b>		
ENG 120	Critical Writing	4
	<b>Credits</b>	<b>4</b>
<b>Second Year</b>		
<b>Fall</b>		
MAR 222	Marketing Research	3
	<b>Credits</b>	<b>3</b>
<b>Spring</b>		
MAR 201	Principles of Marketing	3
	<b>Credits</b>	<b>3</b>
<b>Third Year</b>		
<b>Fall</b>		
ACC 203	Financial Accounting	4
	<b>Credits</b>	<b>4</b>
<b>Spring</b>		
ACC 204	Managerial Accounting	4
	<b>Credits</b>	<b>4</b>
<b>Fourth Year</b>		
<b>Fall</b>		
MGT 222	Organizational Behavior	3
	<b>Credits</b>	<b>3</b>
<b>Spring</b>		
MGT 262	Human Resources Management	3
	<b>Credits</b>	<b>3</b>
	<b>Total Credits</b>	<b>27</b>