

MARKETING MAJOR, BBA

Campus: Westchester

Major Completion Summary

Requirement	Credits
Requirements	
University Core Requirements	53
Major Requirements	53
Open Electives	22
Total Credits	128

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
Foundation Requirements		
MAT 104	Finite Mathematics	0-3
CIS 101 or TS 105	Introduction to Computing Computers for Human Empowerment	3-4
Lubin Foundation Requirement in Quantitative Reasoning ¹		
ECO 105	Principles of Economics: Macroeconomics	0-3
ECO 106	Principles of Economics: Microeconomics	0-3
MAT 117	Elementary Statistics ²	0-4
One Elective Course in Mathematics or Economics 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 (<https://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		
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

¹ See Business Core Requirements for more details.

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.