

# MARKETING MAJOR, BBA

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**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.