

MARKETING MAJOR, BBA - GLOBAL MARKETING MANAGEMENT CONCENTRATION

Campus: NYC, Westchester

Major Completion Summary

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

University Core Requirements (53 Credits)

See complete University Core (<http://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	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
Lubin Foundation Requirement in Quantitative Reasoning ¹		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics ²	4
One Elective Course in Mathematics or Economics ³		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 (<http://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		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3
Major Requirements		
<i>Marketing Core</i>		
MAR 201	Principles of Marketing ²	(3)
MAR 222	Marketing Research	3
MAR 499	Advanced Marketing Management	3
Global Marketing Management Concentration		

Required Concentration Courses

MAR 331	Managerial Marketing	3
MAR 332	Selling and Sales Management	3
MAR 221	Advertising Strategy & Creative	3
or MAR 223	Consumer Behavior	

Required International Marketing Course

Select one of the following:		3
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	

Elective Concentration Courses

Select any two other Marketing courses		6
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Total Credits		53
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¹ See Business Core Requirements (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied toward the Business Core.

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.