

# MARKETING MAJOR, BBA - GLOBAL MARKETING MANAGEMENT CONCENTRATION

---

**Campus:** NYC, Westchester

The Global Marketing Management Concentration provides students with a solid foundation in managerial marketing, as it pertains to the changing landscape of global business. In addition to learning about the impact of cultural issues, this concentration gives students the skills and knowledge to pursue careers within marketing in leading global corporations, including advertising agencies and marketing research firms. Students who declare this concentration are offered opportunities to pursue study abroad and partake in field study courses. Field study courses vary in length from ten days to two weeks. The students visit leading global corporations in Europe, Asia, and Latin America.