

MARKETING

Campus: NYC, Westchester

Bachelor of Business Administration

The purpose of the Marketing major is to provide students with an understanding of the marketing process and enable them to develop skills in product planning, distribution, pricing, promotion, and related marketing activities. Building on a broad-based marketing core curriculum, students have the opportunity to concentrate in one of three areas:

- Advertising and Integrated Marketing Communications (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-advertising-integrated-marketing-communications-imc-concentration/>)
- Digital Marketing (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-digital-marketing-concentration/>)
- Global Marketing Management (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-global-marketing-management-concentration/>)
- Sports Marketing (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/degree-programs/marketing/marketing-major-bba-sports-marketing-concentration/>)

All marketing majors or students considering a major in marketing should consult with their Lubin advisor or Marketing Department Chair or Undergraduate Program Chair for advisement before beginning their junior year.

Students are required to choose one of the four Concentrations. Only one may be officially declared, although students may take additional marketing courses as open electives.