

Marketing (MBA)

- [For additional program information see the Zicklin School website](#)

The MBA in marketing allows students to select courses from a broad range of marketing areas (advertising, international marketing, Internet marketing) and is designed to prepare students for careers in marketing. The Department of Marketing and International Business offers a wide array of courses, and students may tailor the major to reflect their individual needs and interests. The elective courses listed below are subject to change and typically include additional choices. Students are encouraged to meet with a faculty advisor to help them in their selection of courses.

For students who wish an even greater degree of specialization in marketing, an MS degree is also offered by the department. This is a 30-credit program such that all courses are taken in the Department of Marketing and International Business. ([For a discussion of the MS.](#))

[View MBA degree requirements](#)

Major Courses (12 credits)		
Required* (6 credits)		
MKT 9702	Marketing Research	3 credits
MKT 9716	Consumer Behavior	3 credits
Electives (6 credits)		
To complete their major, students can choose two additional courses from any offered by the Department of Marketing and International Business (MKT). The department has a wide array of courses covering a number of areas. Accordingly, students may tailor the major to their individual needs and interests. At the same time, students with an interest in specific areas of advertising, Internet marketing, or international marketing are advised to take courses within that area as follows:		
Advertising		
MKT 9701	Advertising and Marketing Communications	3 credits
MKT 9725	Advertising Copy Techniques	3 credits
MKT 9726	Direct Marketing I	3 credits
MKT 9728	Media Planning and Analysis	3 credits
International Marketing**		
MKT 9763	International Trade Operations	3 credits
MKT 9766	International Marketing Management	3 credits
MKT 9774	International Logistics	3 credits
Internet Marketing		
MKT 9764	Internet Marketing and Global Business	3 credits
MKT 9780	Digital Marketing	3 credits
MKT 9781	Internet and Entrepreneurship	3 credits

*Generally, waivers will not be given for MKT 9702 and 9716. Students who think they have the appropriate background that warrants waiving these courses should contact the department chair.

**MKT 9763, MKT 9766, and MKT 9774 have as a prerequisite IBS 9760 or ECO 9741.