Department of Marketing and International Business

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Field Description

Marketing is a strategic process of planning and executing the conception, pricing, promotion, and distribution of goods and services to create exchanges that satisfy consumer and organizational objectives. Through its development and management of brand equity, marketing is fundamental to the successful functioning and profitability of any business, large or small. Students can examine the overall marketing management process by taking the general marketing track or may elect to focus on the advertising and marketing communication track or international marketing track.

International business is a multidisciplinary field of relevance to students of business with a broad range of interests and in preparation for careers in organizations ranging from small import-export firms to large multinational corporations.

The department offers a major in marketing management and a major in international business.

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The Major in Marketing Management

The Department of Marketing and International Business offers a wide variety of courses to meet the specific career orientations of students interested in any facet of the marketing and international business process. While students will earn BBA degrees in marketing management, the scope and depth of course offerings permit students a choice of designing their own program by taking designated courses from one of five different tracks:

- General Marketing
- Advertising and Marketing Communication
- International Marketing
- Digital Marketing
- Marketing Analytics (effective Spring 2016)

In the track that you choose, you must fulfill the track requirements described below. Your transcript will indicate that you have a major in marketing management with one of the five tracks that you have chosen.

Honors in Marketing: The Department of Marketing and International Business offers honors courses to eligible students who undertake individual projects or a thesis under the direct supervision of an honors advisor for a total of 6 elective credits.

Internship Programs: All tracks offer an internship program to qualified advanced students who meet department criteria.

Information on the Honors Program and on the internship programs can be obtained from the department office, located in Room 12-240 of the Newman Vertical Campus.

General Marketing Track		
Track Core		
MKT 3400	International Business Principles	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 5750	Marketing Strategy	3 credits
Track Electives		
Four additional courses to be chosen from the following:		
MKT 3420	Persuasion and Customer Decision	3 credits
MKT 3520	Making Advertising and Marketing Communications	3 credits
MKT 4093	Special Topics in Marketing**	3 credits
MKT 4120	Media Planning	3 credits
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4131	Advertising Creative Strategy and Tactics	3 credits
MKT 4151	Direct Marketing I: Strategies and Tactics	3 credits
MKT 4171	Public Relations	3 credits
MKT 4200	Search Marketing (effective Spring 2017)	3 credits
MKT 4401	International Trade Financing	3 credits
MKT 4410	International Trade Operation	3 credits
MKT 4420	International Marketing Research and Management	3 credits
MKT 4460	International Supply Chain Management	3 credits
MKT 4493	Special Topics in Advertising and Marketing Communications**	3 credits
MKT 4511	Marketing Channels	3 credits
MKT 4540	Branding	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 4557	Digital Advertising	3 credits
MKT 4560	Entertainment Marketing	3 credits
MKT 4561	Marketing Analytics	3 credits

MKT 4593	Special Topics in Digital Marketing**	3 credits
MKT 4620	Text Analytics for Marketing	3 credits
MKT 4630	Marketing Analytics with Big Data	3 credits
MKT 4693	Special Topics in Marketing Analytics***	3 credits
MKT 4876	Advertising Account Planning	3 credits
MKT 4910	Selling and Sales Management	3 credits
MKT 4911	Communications Skills for Selling and Marketing	3 credits
MKT 4912	Retailing I: Retail Marketing	3 credits
MKT 4913	Retailing II: Retailing Management and Merchandising	3 credits
MKT 4966	Social Media Marketing and New Ventures	3 credits
MKT 5000	Independent Study	3 credits
MKT 5150	Advertising Campaigns I: Ad Competition	3 credits
MKT 5151	Advertising Campaigns II: Ad Competition	3 credits
MKT 5200	Marketing Consulting Practicum	3 credits
MKT 5550	Product Planning	3 credits
IBS 3000	Technology, Innovation, and the Global Enterprise***	3 credits
ECO 3250	International Economics and Finance***	3 credits
LAW 3106	Law and Entrepreneurship***	3 credits
LAW 3111	Law and International Business***	3 credits
LAW 3118	Law of Unfair Competition and Intellectual Property***	3 credits
LAW 3220	Law and the Entertainment Business***	3 credits
MGT 4880	Management of Multinational Corporations***	3 credits

* MKT 5100 (internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.

**May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.

**Students may take up to two non-marketing courses as part of their track.

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International Marketing Track

Track Core

MKT 3400	International Business Principles	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 4410	International Trade Operations	3 credits
MKT 4420	International Marketing Research and Management	3 credits
MKT 5750	Marketing Strategy	3 credits

Track Electives
Choose any two courses from the following:

MKT 4401	International Trade Financing	3 credits
MKT 4460	International Supply Chain Management	3 credits
ECO 3250	International Economics and Finance	3 credits
FIN 4910	International Financial Markets	3 credits
LAW 3111	Law and International Business	3 credits
COM 3069	Intercultural Communication	3 credits
COM 3076	International Communication	3 credits
MGT 4880	Management of Multinational Corporations	3 credits

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Advertising and Marketing Communication Track

Track Core

MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 5750	Marketing Strategy	3 credits

Track Electives
Four additional courses to be chosen from the following:

MKT 4120	Media Planning	3 credits
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4131	Persuasive Communication Techniques and Strategies	3 credits
MKT 4151	Direct and Interactive Marketing	3 credits
MKT 4171	Public Relations	3 credits
MKT 4493	Special Topics in Advertising and Marketing Communications*	3 credits
MKT 4540	Branding	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 4557	Digital Advertising	3 credits
MKT 4561	Marketing Analytics	3 credits
MKT 4876	Advertising Account Planning	3 credits
MKT 4966	Social Media Marketing and New Ventures	3 credits
MKT 5150	Advertising Campaigns I: Ad Competition	3 credits
MKT 5151	Advertising Campaigns II: Ad Competition	3 credits
MKT 5200	Marketing Consulting Practicum	3 credits

The following courses do not count towards fulfilling the requirements for the Advertising track or the Marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050	Basic Graphic Communication: Design and Advertising Layout	3 credits
ART 3050	Intermediate Graphic Communication: Layout and Pub Design	3 credits

*May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.

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Digital Marketing Track

Track Core (15 credits)

MKT 3600	Marketing Research	3 credits
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 5750	Marketing Strategy	3 credits
Additional Required Courses (3 credits)		
MKT 3605	Consumer Behavior	3 credits
Track Electives Choose any three courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses:		
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3 credits
MKT 4151	Direct Marketing I: Strategies and Tactics	3 credits
MKT 4157	Digital Advertising	3 credits
MKT 4171	Public Relations	3 credits
MKT 4200	Search Marketing (effective Spring 2017)	3 credits
MKT 4460	International Supply Chain Management	3 credits
MKT 4561	Marketing Analytics	3 credits
MKT 4593	Special Topics in Digital Marketing*	3 credits
MKT 4620	Text Analytics for Marketing	3 credits
MKT 4630	Marketing Analytics with Big Data	3 credits
MKT 5200	Marketing Consulting Practicum	3 credits
IBS 3000	Technology, Innovation, and the Global Enterprise	3 credits
CIS 3444	e-Business Technologies	3 credits
CIS 3630	Principles of Web Design	3 credits
LAW 3108	Law and the Internet	3 credits
LAW 3118	Law of Unfair Competition and Intellectual Property	3 credits
MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3 credits
*May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.		

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Marketing Analytics Track
Track Core (12 credits)

MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 4561	Marketing Analytics	3 credits
MKT 5750	Marketing Strategy	3 credits
Elective Courses: Choose four (4) courses of 3 credits each from the following, two of which must be marketing (MKT) courses. (12 credits)		
MKT 4120	Media Planning	3 credits
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4151	Direct Marketing I: Strategies and Tactics	3 credits
MKT 4200	Search Marketing (effective Spring 2017)	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 4620	Text Analytics for Marketing	3 credits
MKT 4630	Marketing Analytics with Big Data	3 credits
MKT 4693	Special Topics in Marketing Analytics*	3 credits
MKT 5000	Independent Study	3 credits
STA 3155	Regression and Forecasting Models for Business Applications	3 credits
CIS 3120	Programming for Analytics	3 credits
CIS 4170	Data Visualization	3 credits
CIS/STA 3920	Data Mining for Business Analytics	3 credits
*May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.		

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The Major in International Business

Baruch College has recognized international business as an important area of study for over 60 years. The International Business major builds on that history and provide students with a comprehensive understanding of international business principles as they apply in a business setting, expertise in a functional area (initially marketing or finance) within traditional business disciplines, appreciation and awareness of foreign cultures and practices in both business and social environments, knowledge of a second language to conduct business in a foreign country, and practical business experience in an international environment, i.e., the practicum project in the capstone course and possibly an international internship.

Students who graduate from this program will be some of the most well-rounded graduates because they have likely lived in a foreign country, learned a foreign language, worked on international projects, become an expert in a functional business area, and met the requirements of a Baruch BBA degree.

For a major in international business, students are required to take: (1) 21 credits of international-related courses (four core courses and three electives); (2) a three-course minor in either finance or marketing; and (3) a liberal arts minor in a foreign language.

Information on the major, the internship, and language courses can also be obtained from the Weissman Center for International Business, located in Room 810, 137 East 25th Street, telephone: 646-312-2070, and from Sarah Demetz (telephone: 646-312-2073; sarah.demetz@baruch.cuny.edu).

Required Core Courses (12 credits)

MKT 3400	International Business Principles	3 credits
IBS 4200	International Markets, Cultures, and Institutions	3 credits
MGT 4880	Management of Multinational Corporations	3 credits
IBS 5750	International Competitiveness Capstone	3 credits

Electives (9 credits)

Choose three additional courses from the following:

MKT 4401	International Trade Financing	3 credits
MKT 4410	International Trade Operations	3 credits
MKT 4460	International Supply Chain Management	3 credits
COM 3069	Intercultural Communication	3 credits
LAW 3111	Law and International Business	3 credits
POL 3103	Political Economy	3 credits
POL 3344	International Organizations	3 credits
IBS 3000	Technology, Innovation, and the Global Enterprise	3 credits
IBS 4091	Special Topics in International Business	1 credit
IBS 4092	Special Topics in International Business	2 credits
IBS 4093	Special Topics in International Business	3 credits
IBS 4094	Special Topics in International Business	1.5 credits
IBS 5000	Independent Study	3 credits

Required Courses for Minor

Minor in Marketing (9 credits)		
MKT 3605	Consumer Behavior	3 credits
MKT 4420	International Marketing Research and Management	3 credits
MKT 5750	Marketing Strategy	3 credits
or		
Minor in Finance (9 credits)		
FIN 3610	Corporate Finance	3 credits
FIN 3710	Investment Analysis	3 credits
ECO 3250	International Economics and Finance	3 credits

Language Requirement

The International Business major requires students to study a foreign language. Students will take 2 courses at the 3000 level and 1 course at the 4000 level (i.e., capstone class) in a foreign language. However, students who demonstrate proficiency in a second language via a test would not be required to study a second language.

Students who entered Baruch prior to Fall 2013 have the choice to opt-in to Pathways or to complete the set of general education requirements that is currently in place at the college (the Baruch Common Core). Under this latter set of requirements, students would pursue three foreign language courses (i.e., 2 at the 3000 level and 1 4000 level course) as a Tier III minor, unless they successfully complete a language proficiency test.

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Minors for Business Major*

Students pursuing a non-marketing major within the Zicklin School of Business may choose between a minor in marketing or international business. Each minor consists of 9 credits.

Marketing
Choose any three courses (9 credits) from those offered by the Department of Marketing and International Business, except MKT 3000. The selection of courses should be based on the recognition that everyone, regardless of major, needs to engage in marketing, whether for oneself, one's business, one's product, or one's service. Accordingly, course selection should be based on an assessment of which courses will best further one's career goals. Note that most courses have pre or corequisites.

Marketing Analytics

The minor consists of 9 credits

Required Courses (3 credits)		
MKT 4561	Marketing Analytics	3 credits
Elective Courses (6 credits)		
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4555	Internet Marketing	3 credits

MKT 4963	Special Topics in Marketing Analytics *	3 credits
CIS 3920 / STA 3920	Data Mining for Business Analytics	3 credits

***** May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.

International Business †

MKT 3400	International Business Principles	3 credits
Plus two of the following, keeping in mind that most of these courses have pre- or corequisites:		
MKT 4410	International Trade Operations	3 credits
MKT 4420	International Marketing	3 credits
MKT 4460	International Logistics	3 credits
ECO 3250	International Economics and Finance	3 credits
LAW 3111	Law and International Business	3 credits
MGT 4880	Management of Multinational Corporations	3 credits

**Optional second minors open only to students pursuing a major within the Zicklin School of Business.

†Marketing management majors (except those in the international marketing track) may elect the international business minor. They must substitute another international business course for MKT 3400 if used for the marketing management major.

Minors for Non-Business Major

Students in the Weissman School of Arts and Sciences or in the Marxe School of Public and International Affairs who wish to take business courses may do so by declaring a minor in marketing or in international business. Before declaring the minor, they must complete either BUS 1001 (1 credit) or have previously completed BUS 1011 (3 credits). To be awarded the minor, students must have a GPA of 2.0 or more in the courses included in the minor. Eligibility to declare such a minor is restricted to students who have an overall GPA of 2.0 or more at the time they declare the minor. Courses that apply to the minor may not be used for any other requirement. This minor does not fulfill the requirement to complete a liberal arts minor.
Students must choose three courses (9 credits) from the following:

Marketing

MKT 3000	Marketing Foundations	3 credits
MKT 3400	International Business Principles	3 credits
MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 4555	Internet Marketing	3 credits

International Business		
MKT 3400	International Business Principles	3 credits
MKT 4410	International Trade Operations	3 credits
MKT 4460	International Supply Chain Management	3 credits
ECO 3250	International Economics	3 credits
LAW 3111	Law and International Business	3 credits

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Courses

Courses in Marketing (MKT)

MKT 3000	Marketing Foundations	3 credits
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3 credits
MKT 3400	International Business Principles	3 credits
MKT 3420	Persuasion and Customer Decision Making	3 credits
MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits
MKT 4091	Special Topics in Marketing	1 credit
MKT 4092	Special Topics in Marketing	2 credits
MKT 4093	Selected Topics in Marketing	3 credits
MKT 4094	Special Topics in Marketing	1.5 credits
MKT 4120	Media Planning	3 credits
MKT 4123	Marketing Web Analytics and Intelligence	3 credits
MKT 4131	Persuasive Communication Techniques and Strategies	3 credits
MKT 4141	Television Commercial Production	3 credits
MKT 4151	Direct and Interactive Marketing	3 credits
MKT 4171	Public Relations	3 credits

MKT 4200	Search Marketing	3 credits
MKT 4401	International Trade Financing	3 credits
MKT 4410	International Trade Operations	3 credits
MKT 4420	International Marketing Research and Management	3 credits
MKT 4460	International Supply Chain Management	3 credits
MKT 4511	Marketing Channels	3 credits
MKT 4540	Branding	3 credits
MKT 4550	Pricing Management	3 credits
MKT 4553	Database Marketing	3 credits
MKT 4555	Internet Marketing	3 credits
MKT 4557	Digital Advertising	3 credits
MKT 4560	Entertainment Marketing	3 credits
MKT 4561	Marketing Analytics	3 credits
MKT 4620	Text Analytics for Marketing	3 credits
MKT 4630	Marketing Analytics with Big Data	3 credits
MKT 4693	Special Topics in Marketing Analytics	3 credits
MKT 4876	Advertising Account Planning	3 credits
MKT 4910	Selling and Sales Management	3 credits
MKT 4911	Communication Skills for Selling and Marketing	3 credits
MKT 4912	Retailing I: Retail Marketing	3 credits
MKT 4913	Retailing II: Retailing Management and Merchandising	3 credits
MKT 4966	Social Media Marketing and New Ventures	3 credits
MKT 5000	Ind Stud Mkt I	3 credits
MKT 5100	Marketing Internship	3 credits
MKT 5150	Advertising Campaigns I: Ad Competition	3 credits
MKT 5151	Advertising Campaigns II : Ad Competition	3 credits
MKT 5200	Marketing and Consulting Practicum	3 credits
MKT 5550	Product Planning and Development	3 credits
MKT 5750	Marketing Strategy	3 credits
MKT 3000H	Hon Mkt Foundations	3 credits

MKT 3400H	Hon Intl Bus Prin	3 credits
MKT 5100H	Hon Mkt Internship	3 credits
MKT 5750H	Hon Mkt Strategy	3 credits
MKT 6001H	Hon Marketing I	3 credits per semester
MKT 6002H	Hon Marketing II	3 credits per semester

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Courses in International Business (IBS)

IBS 3000	Technology, Innovation, and the Global Enterprise	3 credits
IBS 4091	Special Topics in International Business	1 credit
IBS 4092	Special Topics in International Business	2 credits
IBS 4093	Special Topics in International Business	3 credits
IBS 4094	Special Topics in International Business	1.5 credits
IBS 4200	International Markets, Cultures, and Institutions	3 credits
IBS 5000	Independent Study in International Business	3 credits
IBS 5750	International Competitiveness Capstone	3 credits
IBS 5750H	Honors International Competitiveness Capstone	3 credits
IBS 6001H-6002H	International Business Honors	6 credits

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