

# 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 4152                                                 | Direct Marketing II: Database Marketing; Managing the Creative Process | 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 4523                                                 | Green Marketing                                                        | 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 |

|                          |                                                                  |           |
|--------------------------|------------------------------------------------------------------|-----------|
| <a href="#">MKT 4620</a> | Text Analytics for Marketing (effective Spring 2017)             | 3 credits |
| <a href="#">MKT 4693</a> | Special Topics in Marketing Analytics*** (effective Spring 2016) | 3 credits |
| <a href="#">MKT 4700</a> | Business Marketing Management                                    | 3 credits |
| <a href="#">MKT 4876</a> | Advertising Account Planning                                     | 3 credits |
| <a href="#">MKT 4900</a> | Managing Customer Relationships                                  | 3 credits |
| <a href="#">MKT 4910</a> | Selling and Sales Management                                     | 3 credits |
| <a href="#">MKT 4911</a> | Communications Skills for Selling and Marketing                  | 3 credits |
| <a href="#">MKT 4912</a> | Retailing I: Retail Marketing                                    | 3 credits |
| <a href="#">MKT 4913</a> | Retailing II: Retailing Management and Merchandising             | 3 credits |
| <a href="#">MKT 4966</a> | Social Media Marketing and New Ventures                          | 3 credits |
| <a href="#">MKT 5000</a> | Independent Study                                                | 3 credits |
| <a href="#">MKT 5150</a> | Advertising Campaigns I: Ad Competition                          | 3 credits |
| <a href="#">MKT 5151</a> | Advertising Campaigns II: Ad Competition                         | 3 credits |
| <a href="#">MKT 5200</a> | Marketing Consulting Practicum                                   | 3 credits |
| <a href="#">MKT 5550</a> | Product Planning                                                 | 3 credits |
| <a href="#">IBS 3000</a> | Technology, Innovation, and the Global Enterprise***             | 3 credits |
| <a href="#">ECO 3250</a> | International Economics and Finance***                           | 3 credits |
| <a href="#">LAW 3106</a> | Law and Entrepreneurship***                                      | 3 credits |
| <a href="#">LAW 3111</a> | Law and International Business***                                | 3 credits |
| <a href="#">LAW 3118</a> | Law of Unfair Competition and Intellectual Property***           | 3 credits |
| <a href="#">LAW 3220</a> | Law and the Entertainment Business***                            | 3 credits |
| <a href="#">MGT 4880</a> | 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

|                          |                                                 |           |
|--------------------------|-------------------------------------------------|-----------|
| <a href="#">MKT 3400</a> | International Business Principles               | 3 credits |
| <a href="#">MKT 3600</a> | Marketing Research                              | 3 credits |
| <a href="#">MKT 3605</a> | Consumer Behavior                               | 3 credits |
| <a href="#">MKT 4410</a> | International Trade Operations                  | 3 credits |
| <a href="#">MKT 4420</a> | International Marketing Research and Management | 3 credits |
| <a href="#">MKT 5750</a> | Marketing Strategy                              | 3 credits |

#### Track Electives

Choose any two courses from the following:

|                          |                                          |           |
|--------------------------|------------------------------------------|-----------|
| <a href="#">MKT 4401</a> | International Trade Financing            | 3 credits |
| <a href="#">MKT 4460</a> | International Supply Chain Management    | 3 credits |
| <a href="#">ECO 3250</a> | International Economics and Finance      | 3 credits |
| <a href="#">FIN 4910</a> | International Financial Markets          | 3 credits |
| <a href="#">LAW 3111</a> | Law and International Business           | 3 credits |
| <a href="#">COM 3069</a> | Intercultural Communication              | 3 credits |
| <a href="#">COM 3076</a> | International Communication              | 3 credits |
| <a href="#">MGT 4880</a> | Management of Multinational Corporations | 3 credits |

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### Advertising and Marketing Communication Track

#### Track Core

|                          |                                          |           |
|--------------------------|------------------------------------------|-----------|
| <a href="#">MKT 3520</a> | Advertising and Marketing Communications | 3 credits |
| <a href="#">MKT 3600</a> | Marketing Research                       | 3 credits |
| <a href="#">MKT 3605</a> | Consumer Behavior                        | 3 credits |
| <a href="#">MKT 5750</a> | Marketing Strategy                       | 3 credits |

Track Electives

Four additional courses to be chosen from the following:

|                          |                                                                        |           |
|--------------------------|------------------------------------------------------------------------|-----------|
| <a href="#">MKT 4120</a> | Media Planning                                                         | 3 credits |
| <a href="#">MKT 4123</a> | Marketing Web Analytics and Intelligence                               | 3 credits |
| <a href="#">MKT 4131</a> | Persuasive Communication Techniques and Strategies                     | 3 credits |
| <a href="#">MKT 4151</a> | Direct and Interactive Marketing                                       | 3 credits |
| <a href="#">MKT 4152</a> | Direct Marketing II: Database Marketing; Managing the Creative Process | 3 credits |
| <a href="#">MKT 4171</a> | Public Relations                                                       | 3 credits |
| <a href="#">MKT 4493</a> | Special Topics in Advertising and Marketing Communications*            | 3 credits |
| <a href="#">MKT 4540</a> | Branding                                                               | 3 credits |
| <a href="#">MKT 4555</a> | Internet Marketing                                                     | 3 credits |
| <a href="#">MKT 4557</a> | Digital Advertising                                                    | 3 credits |
| <a href="#">MKT 4561</a> | Marketing Analytics                                                    | 3 credits |
| <a href="#">MKT 4876</a> | Advertising Account Planning                                           | 3 credits |
| <a href="#">MKT 4966</a> | Social Media Marketing and New Ventures                                | 3 credits |
| <a href="#">MKT 5150</a> | Advertising Campaigns I: Ad Competition                                | 3 credits |
| <a href="#">MKT 5151</a> | Advertising Campaigns II: Ad Competition                               | 3 credits |
| <a href="#">MKT 5200</a> | 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:

|                          |                                                            |           |
|--------------------------|------------------------------------------------------------|-----------|
| <a href="#">ART 2050</a> | Basic Graphic Communication: Design and Advertising Layout | 3 credits |
| <a href="#">ART 3050</a> | 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)

|                          |                                          |           |
|--------------------------|------------------------------------------|-----------|
| <a href="#">MKT 3600</a> | Marketing Research                       | 3 credits |
| <a href="#">MKT 4123</a> | Marketing Web Analytics and Intelligence | 3 credits |
| <a href="#">MKT 4555</a> | Internet Marketing                       | 3 credits |
| <a href="#">MKT 5750</a> | Marketing Strategy                       | 3 credits |

### Additional Required Courses (3 credits)

|                          |                   |           |
|--------------------------|-------------------|-----------|
| <a href="#">MKT 3605</a> | 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:

|                          |                                                                        |           |
|--------------------------|------------------------------------------------------------------------|-----------|
| <a href="#">MKT 3140</a> | Interaction Design: Designing Innovative Digital Products and Services | 3 credits |
| <a href="#">MKT 4151</a> | Direct Marketing I: Strategies and Tactics                             | 3 credits |
| <a href="#">MKT 4157</a> | Digital Advertising                                                    | 3 credits |
| <a href="#">MKT 4171</a> | Public Relations                                                       | 3 credits |
| <a href="#">MKT 4200</a> | Search Marketing (effective Spring 2017)                               | 3 credits |
| <a href="#">MKT 4460</a> | International Supply Chain Management                                  | 3 credits |
| <a href="#">MKT 4561</a> | Marketing Analytics                                                    | 3 credits |
| <a href="#">MKT 4593</a> | Special Topics in Digital Marketing*                                   | 3 credits |
| <a href="#">MKT 4620</a> | Text Analytics for Marketing (effective Spring 2017)                   | 3 credits |
| <a href="#">MKT 5200</a> | Marketing Consulting Practicum                                         | 3 credits |
| <a href="#">IBS 3000</a> | Technology, Innovation, and the Global Enterprise                      | 3 credits |
| <a href="#">CIS 3444</a> | e-Business Technologies                                                | 3 credits |
| <a href="#">CIS 3630</a> | Principles of Web Design                                               | 3 credits |
| <a href="#">LAW 3108</a> | Law and the Internet                                                   | 3 credits |
| <a href="#">LAW 3118</a> | Law of Unfair Competition and Intellectual Property                    | 3 credits |
| <a href="#">MGT 4967</a> | 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 (effective Spring 2016)**

Track Core (12 credits)

|                          |                     |           |
|--------------------------|---------------------|-----------|
| <a href="#">MKT 3600</a> | Marketing Research  | 3 credits |
| <a href="#">MKT 3605</a> | Consumer Behavior   | 3 credits |
| <a href="#">MKT 4561</a> | Marketing Analytics | 3 credits |
| <a href="#">MKT 5750</a> | 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)

|                              |                                                                        |           |
|------------------------------|------------------------------------------------------------------------|-----------|
| <a href="#">MKT 4120</a>     | Media Planning                                                         | 3 credits |
| <a href="#">MKT 4123</a>     | Marketing Web Analytics and Intelligence                               | 3 credits |
| <a href="#">MKT 4151</a>     | Direct Marketing I: Strategies and Tactics                             | 3 credits |
| <a href="#">MKT 4152</a>     | Direct Marketing II: Database Marketing; Managing the Creative Process | 3 credits |
| <a href="#">MKT 4200</a>     | Search Marketing (effective Spring 2017)                               | 3 credits |
| <a href="#">MKT 4555</a>     | Internet Marketing                                                     | 3 credits |
| <a href="#">MKT 4620</a>     | Text Analytics for Marketing                                           | 3 credits |
| <a href="#">MKT 4693</a>     | Special Topics in Marketing Analytics*                                 | 3 credits |
| <a href="#">MKT 5000</a>     | Independent Study                                                      | 3 credits |
| <a href="#">STA 3155</a>     | Regression and Forecasting Models for Business Applications            | 3 credits |
| <a href="#">CIS 3120</a>     | Programming for Analytics                                              | 3 credits |
| <a href="#">CIS 4170</a>     | Data Visualization                                                     | 3 credits |
| <a href="#">CIS/STA 3920</a> | 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](mailto:sarah.demetz@baruch.cuny.edu)).

#### Required Core Courses (12 credits)

|                          |                                                   |           |
|--------------------------|---------------------------------------------------|-----------|
| <a href="#">MKT 3400</a> | International Business Principles                 | 3 credits |
| <a href="#">IBS 4200</a> | International Markets, Cultures, and Institutions | 3 credits |
| <a href="#">MGT 4880</a> | Management of Multinational Corporations          | 3 credits |
| <a href="#">IBS 5750</a> | International Competitiveness Capstone            | 3 credits |

#### Electives (9 credits)

Choose three additional courses from the following:

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

#### Required Courses for Minor

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                 |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------|
| <i>Minor in Marketing (9 credits)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                 |           |
| <a href="#">MKT 3605</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Consumer Behavior                               | 3 credits |
| <a href="#">MKT 4420</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | International Marketing Research and Management | 3 credits |
| <a href="#">MKT 5750</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketing Strategy                              | 3 credits |
| <i>or</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |           |
| <i>Minor in Finance (9 credits)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |           |
| <a href="#">FIN 3610</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Corporate Finance                               | 3 credits |
| <a href="#">FIN 3710</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Investment Analysis                             | 3 credits |
| <a href="#">ECO 3250</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | International Economics and Finance             | 3 credits |
| <p>Language Requirement</p> <p>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.</p> <p>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.</p>                                            |                                                 |           |
| <p><a href="#">back to top</a></p> <p><b>Minors for Business Major*</b></p> <p>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.</p> <p><b>Marketing</b><br/>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.</p> <p><b>Marketing Analytics</b><br/>The minor consists of 9 credits</p> |                                                 |           |
| Required Courses (3 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                 |           |
| <a href="#">MKT 4561</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketing Analytics                             | 3 credits |
| Elective Courses (6 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                 |           |
| <a href="#">MKT 4123</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketing Web Analytics and Intelligence        | 3 credits |
| <a href="#">MKT 4555</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Internet Marketing                              | 3 credits |
| <a href="#">MKT 4963</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Special Topics in Marketing Analytics *         | 3 credits |

|                           |                                    |           |
|---------------------------|------------------------------------|-----------|
| CIS 3920<br>/<br>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 School of Public 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 1000 (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 |

|                               |                                       |           |
|-------------------------------|---------------------------------------|-----------|
| <b>International Business</b> |                                       |           |
| <a href="#">MKT 3400</a>      | International Business Principles     | 3 credits |
| <a href="#">MKT 4410</a>      | International Trade Operations        | 3 credits |
| <a href="#">MKT 4460</a>      | International Supply Chain Management | 3 credits |
| <a href="#">ECO 3250</a>      | International Economics               | 3 credits |
| <a href="#">LAW 3111</a>      | Law and International Business        | 3 credits |

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## Courses

### Courses in Marketing (MKT)

|                          |                                                                        |             |
|--------------------------|------------------------------------------------------------------------|-------------|
| <a href="#">MKT 3000</a> | Marketing Foundations                                                  | 3 credits   |
| <a href="#">MKT 3140</a> | Interaction Design: Designing Innovative Digital Products and Services | 3 credits   |
| <a href="#">MKT 3400</a> | International Business Principles                                      | 3 credits   |
| <a href="#">MKT 3420</a> | Persuasion and Customer Decision Making                                | 3 credits   |
| <a href="#">MKT 3520</a> | Advertising and Marketing Communications                               | 3 credits   |
| <a href="#">MKT 3600</a> | Marketing Research                                                     | 3 credits   |
| <a href="#">MKT 3605</a> | Consumer Behavior                                                      | 3 credits   |
| <a href="#">MKT 4091</a> | Special Topics in Marketing                                            | 1 credit    |
| <a href="#">MKT 4092</a> | Special Topics in Marketing                                            | 2 credits   |
| <a href="#">MKT 4093</a> | Selected Topics in Marketing                                           | 3 credits   |
| <a href="#">MKT 4094</a> | Special Topics in Marketing                                            | 1.5 credits |
| <a href="#">MKT 4120</a> | Media Planning                                                         | 3 credits   |
| <a href="#">MKT 4123</a> | Marketing Web Analytics and Intelligence                               | 3 credits   |
| <a href="#">MKT 4130</a> | Copywriting                                                            | 3 credits   |
| <a href="#">MKT 4131</a> | Persuasive Communication Techniques and Strategies                     | 3 credits   |
| <a href="#">MKT 4141</a> | Television Commercial Production                                       | 3 credits   |
| <a href="#">MKT 4151</a> | Direct and Interactive Marketing                                       | 3 credits   |

|                          |                                                                           |           |
|--------------------------|---------------------------------------------------------------------------|-----------|
| <a href="#">MKT 4152</a> | Direct Marketing II: Database Marketing and Managing the Creative Process | 3 credits |
| <a href="#">MKT 4171</a> | Public Relations                                                          | 3 credits |
| <a href="#">MKT 4180</a> | Publicity and Promotion                                                   | 3 credits |
| <a href="#">MKT 4200</a> | Search Marketing                                                          | 3 credits |
| <a href="#">MKT 4400</a> | Foreign Credit and Collection                                             | 3 credits |
| <a href="#">MKT 4401</a> | International Trade Financing                                             | 3 credits |
| <a href="#">MKT 4410</a> | International Trade Operations                                            | 3 credits |
| <a href="#">MKT 4420</a> | International Marketing Research and Management                           | 3 credits |
| <a href="#">MKT 4460</a> | International Supply Chain Management                                     | 3 credits |
| <a href="#">MKT 4511</a> | Marketing Channels                                                        | 3 credits |
| <a href="#">MKT 4520</a> | Green Marketing                                                           | 3 credits |
| <a href="#">MKT 4523</a> | Green Marketing                                                           | 3 credits |
| <a href="#">MKT 4530</a> | Selected Topics in Marketing                                              | 3 credits |
| <a href="#">MKT 4540</a> | Branding                                                                  | 3 credits |
| <a href="#">MKT 4550</a> | Pricing Management                                                        | 3 credits |
| <a href="#">MKT 4553</a> | Database Marketing                                                        | 3 credits |
| <a href="#">MKT 4555</a> | Internet Marketing                                                        | 3 credits |
| <a href="#">MKT 4557</a> | Digital Advertising                                                       | 3 credits |
| <a href="#">MKT 4560</a> | Entertainment Marketing                                                   | 3 credits |
| <a href="#">MKT 4561</a> | Marketing Analytics                                                       | 3 credits |
| <a href="#">MKT 4610</a> | Marketing Planning and Information Systems                                | 3 credits |
| <a href="#">MKT 4620</a> | Text Analytics for Marketing                                              | 3 credits |
| <a href="#">MKT 4693</a> | Special Topics in Marketing Analytics                                     | 3 credits |
| <a href="#">MKT 4700</a> | Business Marketing Management                                             | 3 credits |
| <a href="#">MKT 4710</a> | Business Buyer Behavior                                                   | 3 credits |
| <a href="#">MKT 4876</a> | Advertising Account Planning                                              | 3 credits |
| <a href="#">MKT 4900</a> | Managing Customer Relationships                                           | 3 credits |
| <a href="#">MKT 4910</a> | Selling and Sales Management                                              | 3 credits |
| <a href="#">MKT 4911</a> | Communication Skills for Selling and Marketing                            | 3 credits |
| <a href="#">MKT 4912</a> | Retailing I: Retail Marketing                                             | 3 credits |

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|---------------------------|------------------------------------------------------|------------------------|
| <a href="#">MKT 4913</a>  | Retailing II: Retailing Management and Merchandising | 3 credits              |
| <a href="#">MKT 4966</a>  | Social Media Marketing and New Ventures              | 3 credits              |
| <a href="#">MKT 5000</a>  | Ind Stud Mkt I                                       | 3 credits              |
| <a href="#">MKT 5100</a>  | Marketing Internship                                 | 3 credits              |
| <a href="#">MKT 5150</a>  | Advertising Campaigns I: Ad Competition              | 3 credits              |
| <a href="#">MKT 5151</a>  | Advertising Campaigns II : Ad Competition            | 3 credits              |
| <a href="#">MKT 5200</a>  | Marketing and Consulting Practicum                   | 3 credits              |
| <a href="#">MKT 5550</a>  | Product Planning and Development                     | 3 credits              |
| <a href="#">MKT 5750</a>  | Marketing Strategy                                   | 3 credits              |
| <a href="#">MKT 5920</a>  | Retail and Services Entrepreneurship                 | 3 credits              |
| <a href="#">MKT 3000H</a> | Hon Mkt Foundations                                  | 3 credits              |
| <a href="#">MKT 3400H</a> | Hon Intl Bus Prin                                    | 3 credits              |
| <a href="#">MKT 5100H</a> | Hon Mkt Internship                                   | 3 credits              |
| <a href="#">MKT 5750H</a> | Hon Mkt Strategy                                     | 3 credits              |
| <a href="#">MKT 6001H</a> | Hon Marketing I                                      | 3 credits per semester |
| <a href="#">MKT 6002H</a> | Hon Marketing II                                     | 3 credits per semester |

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#### Courses in International Business (IBS)

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

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