

# Allen G. Aaronson 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.

## 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](#)

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.

## Program Learning Goals

General Marketing Knowledge	Students will gain and apply general marketing knowledge
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Consumer Behavior	Students will understand and explain how consumer behavior influences key marketing decisions.
Strategy	Students will analyze a marketing situation to determine the course of action the organization must undertake based on the organization's competitive advantage
Critical Thinking Skills	Students will demonstrate the analytical and critical thinking needed to evaluate marketing problems

## General Marketing Track

### Required Courses

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

### Major Electives

Four additional courses to be chosen from the following:

MKT 3140	Interactive Design: Designing Innovative Digital Products and Services	3 credits
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 4160	Advertising Account Management	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 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

Note: [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

**NOTE:** Liberal arts courses applied in this major will count towards the 54 business credit minimum instead of the 62 liberal arts credit minimum.

### Required Courses

<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

### Major 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

### Required Courses

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

### Major Electives (12 credits)

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	Advertising Creative Strategy and Tactics	3 credits
MKT 4151	Direct and Interactive Marketing	3 credits
MKT 4160	Advertising account Management	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

### Required Courses (15 credits)

<a href="#">MKT 3600</a>	Marketing Research	3 credits
<a href="#">MKT 3605</a>	Consumer Behavior	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

### Major 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 4171</a>	Public Relations	3 credits
<a href="#">MKT 4200</a>	Search Marketing	3 credits
<a href="#">MKT 4460</a>	International Supply Chain Management	3 credits
<a href="#">MKT 4557</a>	Digital Advertising	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	3 credits
<a href="#">MKT 4630</a>	Marketing Analytics with Big Data	3 credits
<a href="#">MKT 4966</a>	Social Media Marketing and New Ventures	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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<b>Marketing Analytics Track</b>		
<b>Required Courses (12 credits)</b>		
<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
<b>Major Electives (12 credits)</b>		
Choose four (4) courses of 3 credits each from the following, two of which must be marketing (MKT) courses		
<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 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 4630</a>	Marketing Analytics with Big Data	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)).

**Note:** Liberal arts courses applied in this major will count towards the 54 business credit minimum instead of the 62 liberal arts credit minimum.

### Required 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 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

##### *Minor in Marketing* (9 credits)

<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

OR

##### *Minor in Finance* (9 credits)

<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

#### 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.		
<b>International Business †</b>		
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.		
<b>Minors for Non-Business Major</b>		
Students in the Weissman School of Arts and Sciences or in the Marx 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:		
<b>Marketing</b>		
MKT 3000	Marketing Foundations	3 credits

<a href="#">MKT 3400</a>	International Business Principles	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 4555</a>	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 3093</a>	Special Topics in Marketing	3 credits
<a href="#">MKT 3094</a>	Special Topics in Marketing	1.5 credits
<a href="#">MKT 3140</a>	Interaction Design: Designing Innovative Digital Products and Services	3 credits
<a href="#">MKT 3293</a>	Special Topics in International Marketing	3 credits
<a href="#">MKT 3294</a>	Special Topics in International Marketing	1.5 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 3493</a>	Special Topics in Advertising and Marketing Communications	3 credits
<a href="#">MKT 3494</a>	Special Topics in Advertising and Marketing Communications	1.5 credits
<a href="#">MKT 3520</a>	Advertising and Marketing Communications	3 credits
<a href="#">MKT 3593</a>	Special Topics in Digital Marketing	3 credits

<a href="#">MKT 3594</a>	Special Topics in Digital Marketing	1.5 credits
<a href="#">MKT 3600</a>	Marketing Research	3 credits
<a href="#">MKT 3605</a>	Consumer Behavior	3 credits
<a href="#">MKT 3693</a>	Special Topics in Marketing Analytics	3 credits
<a href="#">MKT 3694</a>	Special Topics in Marketing Analytics	1.5 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 4131</a>	Advertising Creative Strategy and Tactics	3 credits
<a href="#">MKT 4151</a>	Direct and Interactive Marketing	3 credits
<a href="#">MKT 4160</a>	Advertising Account Management	3 credits
<a href="#">MKT 4171</a>	Public Relations	3 credits
<a href="#">MKT 4200</a>	Search Marketing	3 credits
<a href="#">MKT 4293</a>	Special Topics in International Marketing	3 credits
<a href="#">MKT 4294</a>	Special Topics in International Marketing	1.5 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 4540</a>	Branding	3 credits
<a href="#">MKT 4550</a>	Pricing Management	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 4620</a>	Text Analytics for Marketing	3 credits
<a href="#">MKT 4630</a>	Marketing Analytics with Big Data	3 credits
<a href="#">MKT 4693</a>	Special Topics in Marketing Analytics	3 credits

<a href="#">MKT 4694</a>	Special Topics in Marketing Analytics	1.5 credits
<a href="#">MKT 4876</a>	Advertising Account Planning	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
<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 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 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 3093</a>	Special Topics in International Business	3 credits
<a href="#">IBS 3094</a>	Special Topics in International Business	1.5 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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