

CONCENTRATION IN GLOBAL MARKETING WITH CONSUMER INSIGHTS

Companies need marketers who can explain people. Unravel the mysteries behind why people buy what they buy, and you will be immeasurably valuable.

The Gabelli School at Lincoln Center's program in global marketing with consumer insights gives you the skills you need to explain the complexities and contradictions of consumer behavior. By drawing together knowledge from marketing, psychology, sociology, and anthropology, you will be able to develop creative new approaches.

The global marketing with consumer insights concentration will teach you to explain people's shopping habits, discover what makes someone choose a certain brand, and find out, online, what makes people click,

Marketing has long relied on traditional psychology-based approaches to consumer behavior. As today's shoppers become harder to predict, however, companies are turning to anthropology to give them a deeper, more nuanced view of how consumers interact with their environment. This concentration prepares students to reveal, understand and leverage consumer insights that can advance the state of marketing. Students take a mix of business and liberal arts courses—often marketing, anthropology and psychology coursework—and then apply their knowledge through a required experiential component, such as an internship or global travel experience.

Graduates of this concentration are ready for careers in the burgeoning field of business anthropology and the careers in consumer insights for which business anthropologists are hired.

Requirements

The global marketing with consumer insights concentration can be pursued by students pursuing the Global Business Administration major at Lincoln Center.

Course	Title	Credits
MKBU 3441	Marketing Research	3
MKBU 3435	Consumer Behavior	3
MKBU 3457	Bus Anthropol in Global Context	3
MKBU 3459	Cross Cultr Consumer Insight	3
ANTH 1100	Introduction to Cultural Anthropology	3
Marketing Electives ¹		6

¹ Courses from the subject code MKBU numbered 3226-4999 (of at least 1.5 credits) may fulfill this requirement.