

CONCENTRATION IN GLOBAL MARKETING WITH CONSUMER INSIGHTS

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 Anthrop 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.