

CONCENTRATION IN GLOBAL MARKETING WITH CONSUMER INSIGHTS

Requirements

The global marketing with consumer insights concentration can be pursued by students who are majoring in Global Business Administration 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
MKBU 4113	Digital Marketing	3
Social Science Elective ¹		3 to 4
Marketing Elective ²		3

¹ Any course with the subject code ANTH numbered 1100-4999 (of three or more credits) or the subject code SOCI numbered 1100-4999 (of three or more credits) may fulfill this requirement, as may the following Psychology courses: PSYC 1200 Foundations of Psychology, PSYC 2600 Social Psychology, PSYC 2700 Infant and Child Development, PSYC 2710 Adolescent and Adult Development, and PSYC 2800 Personality.

² Courses with the subject code MKBU numbered 3226-4999 (of at least 1.5 credits) may fulfill this requirement.