

CONCENTRATION IN MARKETING

Requirements

The Marketing concentration is available to all Gabelli students.

Primary Concentration

Course	Title	Credits
MKBU 3441	MARKETING RESEARCH	3
Three marketing courses ¹		

Secondary Concentration

Students who want to pursue marketing as a secondary concentration are required to complete any three upper-level marketing courses¹.

¹ Any course from subject code MKBU 3226 or higher may fulfill this requirement.

Students pursuing a primary or secondary concentration in marketing may not earn credit for COMC 3172 PRINCIPLES OF ADVERTISING or PSYC 3320 CONSUMER BEHAVIOR.