# CONCENTRATION IN MARKETING

## Requirements

The Marketing concentration is available to all Gabelli students.

### Primary Concentration

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKBU 3441</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Three marketing courses

### Secondary Concentration

Students who want to pursue marketing as a secondary concentration are required to complete any three upper-level marketing courses.¹

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.

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