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 courses.¹

Students pursuing a primary or secondary concentration in marketing may not earn credit for COMC 3172 Principles of Advertising or PSYC 3320 Consumer Behavior.

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