

# CONCENTRATION IN STRATEGIC BRANDING

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## Requirements

Strategic branding can be pursued by Gabelli students as a secondary concentration only.

The concentration requires completion of the following courses:

Course	Title	Credits
<b>Required Courses</b>		
MKBU 3439	ST: Branding	3
MKBU 4109	ST:Revealing Consumer Insights	3
<b>Elective</b>		
<i>One of the following courses:</i>		3
MKBU 3434	Fundamentals of Integrated Marketing Communication	
MKBU 3440	Global Marketing	
MKBU 3449	ST: Customer Experience Mgt	
<b>Total Credits</b>		<b>9</b>

Note: MKBU 3225 Marketing Principles is a prerequisite for all of the above courses, and therefore must be taken before beginning any of the concentration coursework.