# MARKETING MAJOR

## Requirements

<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>
<tr>
<td>MKBU 3435</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 3434</td>
<td>Integrated Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 3440</td>
<td>Global Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 4441</td>
<td>Marketing Strategy (Senior Capstone course)</td>
<td>3</td>
</tr>
</tbody>
</table>

- Two upper level marketing courses \(^1\) 6
- One business elective (marketing related) \(^1\) 3
- One liberal arts elective (marketing related) of the following: \(^2\) 3 to 4
  - ECON 3210 Economics of Development
  - ECON 3235 Economy of Latin America
  - ECON 3346 International Trade
  - COMM 1010 Introduction to Communication and Media Studies
  - ANTH 1100 Introduction to Cultural Anthropology
  - PSYC 1200 Foundations of Psychology
  - PSYC 2600 Social Psychology
  - SOCI 1100 Introduction to Sociology

\(^1\) Any course from subject code MKBU numbered 3226 or higher fulfills this requirement.

\(^2\) This list is a sample of commonly completed classes; however, there are many courses from Fordham College that fulfill this requirement.

Please consult your class dean to get approval for a different course to fulfill this requirement.

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

Students must also complete the Gabelli School business and liberal arts Core Curricula. In addition, all students complete between three and seven liberal arts electives depending on their major requirements.