

MARKETING MAJOR

Requirements

Course	Title	Credits
MKBU 3441	Marketing Research	3
MKBU 3435	Consumer Behavior	3
MKBU 3434	Integrated Marketing Communication	3
MKBU 3440	Global Marketing	3
MKBU 4441	Marketing Strategy (Senior Capstone course)	3
Two upper level marketing courses ¹		6
One business elective (marketing related)		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.