

MARKETING MAJOR

Requirements

Course	Title	Credits
Required Courses		
MKBU 3441	Marketing Research	3
MKBU 3435	Consumer Behavior	3
MKBU 4441	Marketing Strategy (Senior Capstone course)	3
Electives		
Four upper-level marketing courses ¹		12
One business elective		3
One liberal arts elective (marketing-related) from the following options: ²		3 to 4
ECON 3210	Development Economics	
ECON 3235	Economy of Latin America	
ECON 3346	International Trade	
COMM 1000	Fundamentals of Communication and Media Studies	
COMM 1010	Introduction to Communication and Media Studies	
ANTH 1100	Introduction to Cultural Anthropology	
PSYC 1200	Foundations of Psychology	
PSYC 2600	Social Psychology	
PSYC 2800	Personality	
SOCI 1100	Introduction to Sociology	
VART 1135	Visual Thinking	
VART 2003	Graphic Design and Digital Tools	
Total Credits		27-28

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 at Rose Hill/Fordham College at Lincoln Center that may fulfill this requirement. Please consult your class dean to seek 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.

Marketing Majors must take the Marketing Analytics Integrated Project in their junior year instead of the Analytics Integrated Project.

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.

CIP Code

52.1401 - Marketing/Marketing Management, General.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.