**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 4441</td>
<td>Marketing Strategy (Senior Capstone course)</td>
<td>3</td>
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</tbody>
</table>

**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.