## 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>
</tr>
</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

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\(^1\) 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.