

MARKETING MAJOR- Areas of Concentration
Bachelor of Business Administration

All Marketing majors must take the following courses: MAR 250 (Business Core requirement) as well as MAR 322 – Marketing Research and MAR 499 – Advanced Marketing Management. These courses constitute the Marketing Core. In addition, all students are required to take one of the following three courses in international marketing: MAR 351, MAR 352 or MAR 356. Students majoring in Marketing are required to select one of the following three concentrations: **Advertising and Integrated Marketing Communications (IMC), Global Marketing Management, or Sports Marketing.** The requirements for each Concentration consist of certain required specialized courses and one or more marketing elective courses. The specific requirements for each Concentration are outlined in this attachment. Please refer to the online Course Descriptions (accessible from A-Z Directory from Pace homepage (www.pace.edu) or Schedule Explorer for a listing of all marketing courses, prerequisites, descriptions, and information on when each will be offered.

All courses listed below are three credits. Students should consult with their major faculty advisor or the Marketing Department Chair or Undergraduate Program Chair for assistance in selecting elective concentration courses. ***MAR 250 is a prerequisite for all Marketing courses. Some upper-level MAR courses require advanced courses as prerequisites and, where applicable, these are noted below.***

AREA I: Advertising and Integrated Marketing Communications (IMC)

(18 credits required)

The Advertising and IMC Concentration prepares students for careers in advertising and integrated marketing communications, account management, marketing analysis and research, product or brand management, product planning, customer analysis, and promotion management.

Credits

Required Concentration Courses:.....9

MAR 321 Fundamentals of Advertising & Promotion

MAR 345 Media Planning & Buying
(Prerequisite: MAR 321)

Choose ONE of the following two courses:

MAR 323 Consumer Behavior

MAR 331 Managerial Marketing

Required Int'l Marketing Course:3

Select ONE course from the following International Marketing courses:

MAR 351 International Marketing

MAR 352 Int'l Advertising & Promotion

MAR 356 Int'l Marketing Field Study

Senior Advertising Requirement.....6

Choose one of the following two options:

• **Advertising Team Workshop**

MAR 346 Advertising Team Workshop I (Fa)
(Prerequisite: MAR 321 and/or permission of instructor)

MAR 348 Advertising Team Workshop II (Sp)
(Prerequisite: MAR 346 and permission of instructor)

OR

• **MAR 445 & MAR Elective**

MAR 445 Advertising & Communications Strategy (Fa, Sp) *(Prerequisite : MAR 321 and MAR 345)*

Any One Marketing Elective Course

(Courses not selected above may be taken as a marketing elective.)

AREA II: Global Marketing Management

(18 credits required)

The Global Marketing Management Concentration prepares students for careers in marketing analysis and research, product or brand management, product planning, customer analysis, logistics, wholesaling and retailing, customer relations, selling, promotion management, and services marketing.

Credits

Required Concentration Courses:.....12

- MAR 331 Managerial Marketing
- MAR 332 Selling & Sales Management

Choose ONE of the following two courses:

- MAR 321 Fundamentals of Adv. & Promo.
- MAR 323 Consumer Behavior

Required Int'l Marketing Course:3

Select ONE course from the following

- International Marketing courses:*
- MAR 351 International Marketing
 - MAR 352 Int'l Advertising & Promotion
 - MAR 356 Int'l Marketing Field Study

Elective Concentration Courses:.....6

Select any TWO Marketing courses as electives. (Courses not selected above may be taken as marketing electives.)

AREA III: Sports Marketing

(18 credits required)

The Sports Marketing Concentration is designed to provide students with the skills and tools needed to succeed in the global sports industry. Students will be introduced to the business of sports from a strategic marketing perspective, both in the classroom and through internships.

Credits

Required Concentration Courses:.....12

- MAR 363 Special Events Marketing
- MAR 364 Sports Marketing
- MAR 366 Sports Sponsorship

Choose ONE of the following two courses:

- MAR 321 Fundamentals of Adv. & Promo.
- MAR 342 Public Relations

Required Int'l Marketing Course:3

Select ONE course from the following

- MAR 351 International Marketing
- MAR 352 Int'l Advertising & Promotion
- MAR 356 Int'l Marketing Field Study

Elective Concentration Courses:.....3

Select any ONE course from the following
MAR 321 Fundamentals of Advertising and Promotion (*if not selected above*)

- MAR 331 Marketing Management
- MAR 332 Selling and Sales Management
- MAR 342 Public Relations (*if not selected above*)
- MAR 343 Direct Marketing
- MAR 394 Marketing Internship- Sports Related (*Prerequisite: 3.00 GPA*)
- LAW 317 Sports and Entertainment Law (*Prerequisite: LAW 101*)
- MGT 316 Venture Initiation and Entre*
- MGT 365 Managerial Negotiations*
- MGT 371 Managing Entertainment Projects (*Prerequisite: MGT 235 or MGT 250*)

**Prerequisite: MGT 250*