



Academic Advisement

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**Business and Management Major
Marketing Concentration**

Faculty	Dr. Tamar Avnet, Dept. Chair	avnet@yu.edu
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Marketing Concentration **Total Credits: 27**

Required Courses

MAR 2501	Buyer Behavior	3 credits
MAR 2621	Applied Research	3 credits
MAR 3318	Social Media Marketing	3 credits
MAR 3720	Marketing Capstone	3 credits

Plus two (2) courses chosen from the following offering or other Marketing electives:

MAR 3502	Creative and Innovative Product Development	3 credits
MAR 3320	Digital Media	3 credits
MAR 3504	Systematic Inventive Thinking	3 credits
		3 credits

Plus three (3) business elective courses. Select non-business electives may qualify subject to prior written approval.

Marketing Minor for Sy Syms Students **Total Credits: 9**

Any three (3) upper level Marketing courses.

Marketing Minor for YC/SCW Students **Total Credits: 18**

MAR 1001	Principles of Marketing	3 credits
MAR 2501	Buyer Behavior	3 credits
MAR 3318	Social Media Marketing	3 credits

Plus one (1) non-Marketing core (principles) course 3 credits

Plus two (2) upper level Marketing courses 6 credits