

MARKETING





COURSES A MARKETING STUDENT MIGHT TAKE INCLUDE:

- Consumer Behavior
- Integrated Marketing Communications
- Retailing
- Psychology of Pricing
- Marketing in China
- Sports Marketing

STUDENTS CAN PURSUE MARKETING AT THE ROSE HILL CAMPUS AS A:

- Major
- Primary concentration
- Secondary concentration
- Minor *(for Fordham College liberal arts majors)*

STUDENTS CAN PURSUE MARKETING AT THE LINCOLN CENTER CAMPUS AS A:

- Primary concentration *(in Consumer Insight)*

MARKETING STUDENTS RECENTLY HAVE RECEIVED INTERNSHIPS AND JOBS AT:

- BBDO New York
- Bergdorf Goodman
- Burberry
- Condé Nast
- Diesel USA
- Google
- Johnson & Johnson
- MTV Networks
- New York Mets
- *New York Post*
- Northwestern Mutual
- PepsiCo
- Scripps Network Interactive
- Target
- Viacom

For more information about marketing courses and requirements, visit

fordham.edu/gabelli/marketing

Today's marketing landscape would be nearly unrecognizable to an agency from the Mad Men era. Marketing is now at the center of any successful enterprise, whether it's a financial institution, a professional sports team, a retail store, or a celebrity.

Marketers command a range of tools that would inspire envy decades ago, or even several years ago: Instagram, direct e-mail, personalized web ads, Twitter, Facebook, viral video, LED billboards, traditional print. All influence what people purchase and how they behave in the marketplace. Understanding what consumers need and how they make their decisions lies at the heart of marketing. It requires a variety of qualitative and quantitative methods, including analytics, advanced modeling, and big data.

The Gabelli School of Business marketing program teaches students to think strategically and to make smart business decisions that benefit not only companies and individuals, but also society at large. Students first learn marketing's primary functions—consumer behavior, market research, advertising, and marketing strategy—and then take specialized courses that lead them toward the jobs they want.

Fordham is also home to the Center for Positive Marketing, which offers research and practitioner fellowships for undergraduates. The center's unique perspective is that marketing has the power to positively affect the lives of individuals in society. Gabelli School marketing students can help to figure out how—and put that value into practice.

SUCCESS STORY

Thea Katz, Food Network

Thea Katz knew since high school that she wanted a job in marketing. Even before she finished at Fordham, she had been offered one.

Right after graduation, Thea became a digital marketing coordinator for Scripps Network Interactive, creating campaigns for the Food Network, Cooking Channel, Food.com, and the Travel Channel. Her skills in marketing data analysis help her evaluate and tweak her work, aimed at everything from e-mail to mobile devices to websites.

This kind of strategic, creative position was in Thea's sights from the beginning. "I've always had the goal of landing a great job once I graduated," she said, "and I am very lucky to be able to say that I did."



FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK