

BBA in Marketing - Global Marketing Management



Your Lubin BBA: A Rewarding Career in a Critical Role

With a Lubin BBA in Global Marketing Management, you can succeed anywhere, bringing your skills, connections, and savvy to bear on exciting and dynamic challenges in:

- brand management
- customer analysis
- market analysis and research
- product planning

Through Lubin, you can take your studies abroad to see marketing in action in:

- Asia
- Europe
- South America

Yet, there's no better place in the world to study marketing than in the heart of metropolitan New York City, the headquarters of nearly 90 Fortune 500 companies, including global heavyweights spanning the financial, marketing, advertising, and entertainment sectors:

- Interpublic
- Omnicom
- Viacom
- Virgin Media
- McGraw-Hill
- Time Warner



Gain Useful Skills and Practical Experience

Lubin's Global Marketing Management program will enable you to develop knowledge and skills of marketing principles in the context of the highly technical global economy. And through international field study courses, you'll be able to live, learn, and develop your marketing knowledge and acumen in countries around the world. Through Lubin you gain:

- **An international perspective as it relates to [the advertising and marketing profession](#)**
- **Excellent connections in the business world with [high-ranking professionals across the globe](#)**
- **Essential skills necessary to succeed in**

Join Us at Lubin

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- [Campus Tours and Information Sessions](#)
- Visit the [Marketing Department Web site](#)

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An Exciting and Lucrative Career

PayScale ranks Pace in the top

15%

in the country for providing a strong return on investment.

[international business settings](#)

- **A broad and deep perspective and understanding of [marketing's relationship to other business fields](#)**
- **A keen sense of 21st-century marketing and the [skills employers are looking for](#)**

Click to view [curriculum for the BBA in Global Marketing](#).

Launch Your Career with Lubin Connections

Lubin puts you at the center of the world's business life, through a network of alumni and corporate partners that reaches into major financial institutions, media companies, and growing businesses in every industry. Through our [LinkedIn mentoring program](#), you will connect with prominent Lubin alumni in your field. We get you out of the classroom and into internships and career-opening events. We also get you out and involved in this lively metropolitan area. Both of [our campuses](#) give you the connections, the opportunities, and the access to launch your career successfully.

Take full advantage of your [dedicated team of advisers](#) while you're here. They can guide you through the program and into your career, opening doors and making connections for you.

Pace University has the largest internship program in the Metropolitan New York area.

Gain valuable experience in one or more [internships](#)—with internationally respected companies. Students majoring in Global Marketing Management have interned at:

- Aim Strategies
- Allstar Marketing Group
- Buick Classic
- Chanel
- Decca
- Direct Agents
- Donna Karan
- Epsilon
- G+J USA Publishing
- Hearst
- JPMorgan Chase
- March of Dimes
- Metropolitan Transit Authority
- McCann Erickson
- Media Edge
- MTV
- MZI Global
- NBCUniversal
- A.C. Nielsen

As a global marketing professional, you will graduate with an in-depth understanding of global commerce and the role marketing plays in it. And whether you want to join a corporation, a government agency, a financial institution, or a nonprofit organization, you'll have both the conceptual background and the tools to plan marketing campaigns that will lead to the success of your organization and your own career. Here's what to expect with a BBA in Global Marketing Management:

- **Enjoy good pay: \$39,100** is the average starting salary for BBA in Global Marketing Management graduates (*Source: Pace University Career Services Annual Reports*); \$112,800 median salary for marketing managers (*Source: O*NET*)
- **Employment** of market research analysts is expected to grow 41% from 2010 to 2020 (*Source: Occupational Outlook Handbook, U.S. Department of Labor, 2012-2013*)
- **Global opportunities**, thanks to the international perspective you've gained at Lubin
- **Excellent prospects for advancement** to the highest levels
- **Earn much more later on.** Pace University has been ranked by Forbes.com as one of the top 20 "[colleges that will make you rich](#)."
- In the 2014-2015 **PayScale College Salary Report**, Lubin ranked in the top 11% for Best Colleges for Business Majors.
- **Make your career move with one of the over 300 employers** who recruit Pace graduates every year
- **Varied industries** and [professional paths](#)
- **Exciting opportunities** at respected companies and organizations. Recent Lubin BBA in Global Marketing Management graduates have begun their careers at:



- Alliance Services Inc.
- American International Group, Inc.
- The Bank of New York Mellon
- Capelli New York
- City of New York
- The Dannon Company
- Foxtons
- *Golf Digest*
- JPMorgan Chase

- NYSE Euronext
- Pace Law School
- Pepsi
- River-to-River
- Samsung
- Sony-BMG
- Steiner Sports Marketing
- NBCUniversal
- Zenith Media

972 students [from 84 countries](#). Build your global network and take it with you when you graduate!

Admission Requirements

The application process can feel stressful—lots of forms to fill out, deadlines, tours, interviews—but know that we are right here with you every step of the way. Visit the "[How to Apply](#)" page for easy guidelines for submitting your application. In addition to the [application](#), official high school transcripts, and college transcripts (for transfer students), a personal statement/essay, and two letters of recommendation in sealed envelopes are required for admission. SAT I, ACT, and/or TOEFL scores should be sent directly to the [Admissions](#) office.

For admission information, please contact:

New York City campus	Pleasantville campus
Undergraduate Admission	Undergraduate Admission
Phone: 212-346-1323	Phone: 914-773-3746
E-mail: ugnyc@pace.edu	E-mail: ugplv@pace.edu

Click for information about [campus tours and information sessions](#), or call 212-346-1323 to schedule a tour. To request a brochure, catalog, application packet, or other printed materials, please fill out our [online form](#). You may also call 1-800-874-PAGE or send your request via e-mail to infoctr@pace.edu.

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- Legg Mason
- Macy's
- Marcus & Millichap
- Monroe College
- Morgan Stanley Smith Barney
- OMD Worldwide
- Sotheby's International Realty
- U.S. RE Companies, Inc.
- VMS Monitoring Services
- Wine Enthusiast Companies

- **Join our [distinguished alumni](#)**, pursuing careers around the globe.

New York City: Exceptional Access to Opportunities

In the center of Manhattan's business life, Lubin introduces you in person to the successful business leaders and multinational corporations you study in class. Learn directly from the world-class individuals who serve as an [Executive-](#) or [Entrepreneur-in-Residence](#) at Pace. We nurture relationships with many of the world's leading executives, to broaden and deepen your campus learning experience—far beyond what you can expect at any other business school:

- Meet [top executives](#) when they visit your classes and lecture on campus.

Off campus, we get you *through* the door and *behind the scenes* for unique opportunities, thanks to our rich and well-developed network of alumni and corporate partners. Common locales include:

- **The world's top advertising** agencies and media companies
- **A Fortune 100** company headquarters in metropolitan New York City
- **The Fed:** Research at the Federal Reserve - almost 100 Lubin alumni are employed here
- **NYSE:** The rush of the trading floor

Share the Advantages of the Lubin Experience

"My field studies in China and Europe were incredible. I learned so much from my experiences, and I know now the importance of being able to market effectively both nationally and globally."

- Caitlin Meuser '13
Madison Square Garden Intern

"Studying at Lubin has not only challenged me to develop skills that are critical in the workforce, but it has also helped me go beyond people's expectations while putting these skills into action in the professional world. At Lubin, I interact with many professors who are all dedicated towards helping me advance and reach my goals. I now have a great internship thanks to my networks within the school."

- Khin Phyu '14

United Nations, Global Compact Intern

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