

BBA in Marketing - Advertising and Integrated Marketing Communications



Your Lubin BBA: A Rewarding Career in a Critical Role

With a Lubin BBA in Advertising and Integrated Marketing Communications, you can rise above the competition at the largest and most visionary agencies, firms, and publishing houses in the world, many of which call New York City home:

- Ogilvy & Mather
- BBDO
- Omnicom
- Interpublic

New York City is home to a virtually endless range of multichannel media groups, smaller creative houses, and boutique agencies.

You can intern at firms like these, so when you graduate you are equipped to prosper in this fast-paced industry.

Gain Useful Skills and Practical Experience

Lubin's Advertising and Integrated Marketing Communications program will equip you with knowledge and skills covering a broad spectrum of marketing activities—from the conception to the delivery of products or services and virtually everything in between. Courses cover traditional, social, mobile and digital marketing media. Through Lubin you gain:

- A solid foundation in [the advertising and marketing profession](#)
- An in-depth understanding of [essential advertising and marketing principles](#)
- A keen sense of 21st-century marketing and the [skills employers are looking for](#)

Click to view [curriculum for the BBA in Advertising and Integrated Marketing Communications](#).

Launch Your Career with Lubin Connections

Lubin puts you at the center of the world's business life,



Join Us at Lubin

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

Request More Info

Apply Now

An Exciting and Lucrative Career

PayScale ranks Pace in the top

15%

in the country for providing a strong return on investment.

As an advertising and integrated marketing

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:

- Advertising Age
- AllStar Marketing
- Arista Records
- Camelot Communications
- CBS Outdoor
- CCK Global Events
- Celia Hirsch Gallery
- Hearst Group/Hearst Magazines
- Impact Promotions, Inc.
- JPMorgan Chase & Co.
- MTV
- NBCUniversal
- NYSE Euronext
- Oxygen Media
- Pepsi
- Al Roker Productions, Inc.
- SONY Music Entertainment
- Telemundo ZGS Group
- Twentieth Century Fox
- Zenith Optimedia

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

As an advertising and integrated marketing communications professional, you'll be prepared for a lifetime of success in a wide variety of settings. And whether your career takes off at a corporation, financial institution, or at one of the vibrant and exciting advertising or marketing agencies in New York City, 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 Advertising and Integrated Marketing Communications:

- **Enjoy good pay: \$36,905** is the average starting salary for BBA in Advertising and Integrated Marketing Communication 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
- **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
- **Excellent prospects for advancement** to the highest levels
- **Varied industries** and [professional paths](#)
- **Exciting opportunities** at respected companies and organizations. Companies that have hired graduates of the Advertising and Integrated Marketing Communications BBA program include:



- The Dannon Company
- Forbes magazine
- Guilford Press
- JPMorgan Chase & Co.
- Liberty Mutual
- MasterCard
- Mr. Youth
- Polo Ralph Lauren
- Vertrue, Inc.

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

Undergraduate Admission

Phone: 212-346-1323

E-mail: ugnyc@pace.edu

Pleasantville campus

Undergraduate Admission

Phone: 914-773-3746

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-PACE or send your request via e-mail to infoctr@pace.edu.

[Request More Info](#)

[Apply Now](#)

■ Zenith Optimedia

- **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

"Lubin encouraged me to explore the different careers in marketing and guided me in realizing my passion and interest in event marketing and brand strategy. Faculty have always been incredibly supportive and approachable with advice, guidance and career development opportunities."

- Vishal Rupani '14

"I've learned so much in my classes at Lubin. But even that can't compare with the experiences my professors have arranged for us in New York City. We've met with leading advertising executives, gone to visit their offices, and even pitched our own work to them for critiquing. It's been a world-class experience that will prepare me well for the future."

- Kevin Sami '12

"Lubin launched my career in brand strategy at a greater speed than most of my professional colleagues. With an outstanding education and incredible internship opportunities with industry-leading businesses, I landed at a world-leading brand management company faster and more directly than my colleagues who studied at other schools."

- David Trahan '09

Consultant, Verbal Identity and Digital Strategy, Interbrand

\$("#btmNav ul").html("

- [About Us](#)
 - [Academic Programs](#)
 - [News](#)
 - [Events](#)
 - [Support Pace](#)
 - [Apply Now](#)
 - [Request Information](#)
 - [Contact Us](#)
- ");

Source URL: <http://www.pace.edu/lubin/advertising-and-integrated-marketing-communications-bba>