

# New Classes for Fall 2013!

## Marketing

### **MKTG-UB 4 Managing Creative Content Development (3 units)**

prerequisite: sophomore standing  
counts toward Marketing & BEMT

### **MKTG-UB 57 Digital Marketing (3 units)**

prerequisites: sophomore standing & MKTG-UB 1 Intro to Marketing  
counts toward Marketing

## Management

### **MGMT-UB.0028 Managing Family Businesses & Privately Held Firms (3 units)**

prerequisites: sophomore standing  
counts toward Management

### **MGMT-UB.0066 Power & Politics (3 units)**

prerequisites: MGMT-UB 1 Management & Organizations  
counts toward Management

## Multidisciplinary

### **MULT-UB 104 Experiential Learning Seminar: Fashion Industry Creativity & Business (3 units)**

prerequisites: sophomore standing  
counts toward Management Consulting Track

### **MULT-UB 103 Experiential Learning Seminar: Social Impact Consulting (2 units)**

prerequisites: sophomore standing  
counts towards Management concentration & Social Entrepreneurship minor

### **MULT-UB 27 The Financial System (3 units)**

prerequisites: ECON-UB 11 & FINC-UB 2  
counts toward Finance & Economics concentrations, Asset Pricing & Corporate Finance Tracks