

Navigating Your Way Through Economics and Marketing Fields

Choosing a major is a pivotal step. This presentation will guide high school students and college applicants through degree pathways in Economics and Marketing, highlighting key academic requirements and what to expect.



Economics: The Quantitative Social Science

Economics is far more than just money; it's a deep dive into how societies allocate scarce resources. Universities often treat it akin to a STEM subject due to its heavy reliance on quantitative analysis, complex data modeling, and statistical methods. A strong mathematical foundation is crucial for success.

Why Economics?

- Understand global markets
- Analyze policy impacts
- Develop critical thinking

Key Skills Developed

- Data interpretation
- Statistical analysis
- Economic modeling



Economics: IB Diploma Requirements

For students pursuing the International Baccalaureate (IB) Diploma, specific subject choices and performance are critical for gaining admission to top economics programs. The emphasis is on advanced mathematics and, ideally, higher-level economics studies.

Required Subjects

Mathematics: Analysis and Approaches (AA) HL is essential. This rigorous math course provides the necessary analytical skills. Economics (HL) is highly preferred, demonstrating a foundational understanding of the discipline.

Favorable Grades

Aim for a **6 or 7** in Math AA HL to showcase strong quantitative abilities. An overall IB score of **38+** is typically competitive for leading university programs.

Economics: American System & IGCSE/A-Level

Across different academic systems, the message remains consistent: a robust foundation in mathematics and a demonstrated interest in economic principles are paramount for aspiring economics students.

American System Required Subjects

AP Calculus BC is often a non-negotiable prerequisite, alongside **AP Microeconomics** and **AP Macroeconomics**. **AP Statistics** is a valuable addition, enhancing your profile with data analysis skills.

Favorable Grades

A **5** on AP Calculus is highly desirable. Achieving an **A** in Honors/AP Economics courses and maintaining an unweighted GPA of **3.8+** will significantly strengthen your application.

IGCSE & A-Level Required Subjects

A-Level Mathematics is mandatory for economics degrees. While not always required, **A-Level Economics** is highly recommended and demonstrates commitment to the field.

Favorable Grades

Strive for an **A or A*** in A-Level Mathematics and an **A** in Economics to meet the competitive entry requirements of top universities.

Marketing: Blending Creativity and Strategy

Marketing is a dynamic field that merges business strategy with an understanding of human behavior. Unlike economics, the focus shifts from pure quantitative analysis to communication, brand building, and social psychology.



Creative Thinking

Develop innovative campaigns and strategies to capture consumer attention.



Behavioral Psychology

Understand what drives consumer decisions and influences purchasing habits.



Strategic Planning

Formulate effective marketing plans that align with business objectives and market trends.

Marketing: IB Diploma Requirements

For IB students interested in marketing, the curriculum emphasizes subjects that foster an understanding of business operations and human psychology. While math is still important, it often takes a supporting role compared to economics programs.

1

Required Subjects

Business Management HL and **Psychology HL** are highly recommended, providing a strong foundation in both business principles and consumer insights. Mathematics (AA or AI) at SL is usually sufficient.

2

Favorable Grades

Aim for a **6** in Business and Psychology HL. A total IB score between **32–35** is generally competitive for marketing programs.



Marketing: American System & IGCSE/A-Level

Whether you're following the American system or IGCSE/A-Levels, successful marketing applicants demonstrate a blend of analytical thinking, communication skills, and an understanding of societal influences.

American System Required Subjects

AP Psychology, AP English Language, and AP Statistics are excellent choices. Psychology helps understand consumer behavior, English builds communication skills, and Statistics aids in market research.

Favorable Grades

Achieving a **4 or 5** on AP Psychology and maintaining an unweighted GPA of **3.4+** will showcase your potential for a marketing degree.

IGCSE & A-Level Required Subjects

A-Level Business or Sociology are highly relevant. Ensure strong foundational grades in IGCSE English and Math, ideally at grade **6 (B)** or higher.

Favorable Grades

An **A or B** in A-Level Business or Psychology is a strong indicator of readiness for marketing studies.

International Business: Global Perspective

International Business is an interdisciplinary major designed for students passionate about global markets and cross-cultural communication. It requires a unique mix of economic understanding, political awareness, and often, language proficiency.



Economics

Understand market forces and trade dynamics

Politics

Navigate policy, regulation, and geopolitical risk

Language Skills

Communicate across cultures and build relationships

This field prepares students to navigate the complexities of global commerce, understanding how diverse factors influence international trade and organizational success.

International Business: Academic Pathways

Whether you're following the IB, American, or IGCSE/A-Level system, a strong application for International Business will highlight your interdisciplinary skills and global awareness.

IB Diploma

Required: Global Politics HL, Economics HL, or a Modern Language HL/SL. **Favorable Grades:** 6 in Global Politics/Economics; Total score of 34–36.

American System

Required: AP Human Geography, AP Comparative Government, and a consistent Foreign Language track. **Favorable Grades:** 4+ on AP Human Geography; Unweighted GPA 3.5+.

IGCSE & A-Level

Required: A-Level Economics, A-Level Geography, or a Foreign Language. **Favorable Grades:** AAB at A-Level.



Further Resources and Next Steps

Researching your degree pathway is just the beginning. Utilize these resources to delve deeper and make informed decisions about your future academic and career aspirations. Remember to tailor your academic choices to align with your passion and career goals.

- [**London School of Economics \(LSE\)**](#) - Excellent resource for Economics program details.
- [**University of Cambridge Economics**](#) - Provides insights into top-tier economics education.
- [**American University in Cairo \(AUC\)**](#) - Explore Marketing programs and course structures.
- [**CIM \(Chartered Institute of Marketing\)**](#) - Professional body for marketing, offering insights into the industry.
- [**University of Manchester \(Alliance Business School\)**](#) - Information on International Business degrees.
- [**UCAS Subject Guides**](#) - Comprehensive guides for various subjects and university requirements.

Take advantage of these resources to understand specific program requirements, course content, and career prospects. Good luck with your applications!