

<div>Overview</div> <div>Major</div> <div>Academic Calendar</div> <div>Academic Resources</div> <div>Downloads</div> <div>Scholarships</div> <div>FAQ</div>	Major	
	Marketing	
	<div>Marketing</div> <p>Marketing examines the issues that arise out of changing consumer behaviors and the operation of market forces. Specifically, it reviews current conceptual, theoretical, and managerial issues concerning new products, price, distribution, and promotion. This concentration also examines market research theories, brand management, service marketing, Internet marketing, and global marketing through analysis of consumer behaviors.</p> <div>Faculty</div>	
	<div>International Business</div> <p>International Business is designed to ground students in the reality of globalization particularly in light of the increasing globalization of Korean firms. This concentration acquaints students with theories of economics, management, marketing, and trade, all from a global perspective. In order to orient students to the international business environment, classes take up case studies that exemplify global operations and trends.</p> <div>Faculty</div>	
	Management	+
	Finance	+
	Accounting	+
	ODI (Operations, Decisions and Information)	+