# New and Featured Fall 2014 Classes!

## **FINANCE**

#### FINC-UB-81: Risk and Insurance

Professors: John Biggs and Samuel Liss

Finance concentration

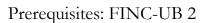
Prerequisites: FINC-UB 2 & FINC-UB 7



#### FINC-UB 49: Principles of Securities Trading

Professor Joel Hasbrouck

Finance concentration





# **MARKETING**

## MKTG-UB 86: Luxury Branding

Professor Thomai Serdari

Marketing concentration, BEMT minor

Prerequisite: MKTG-UB 85



# MKTG-UB 93: Research Seminar: **Current Research in Marketing**

Professor Joel Steckel

Marketing concentration



#### MKTG-UB 58: The Business of Video Games

Professor Joost van Dreunen

Marketing concentration, BEMT minor



## **ECONOMICS**

## **ECON-UB 237: Spatial Economics**

Professor Gian Luca Clementi

Economics concentration

Prerequisite: ECON-UB 1



## **INFORMATION SYSTEMS**

# INFO-UB 38: Social Media and Digital Marketing **Analytics**

Professor Anindya Ghose

Information Systems concentration, Business Analytics track,

Digital Marketing track

Prerequisite: Sophomore standing

## INFO-UB 46: Dealing with Data

Professor Panagiotis G. Ipeirotis

Information Systems concentration, Business Analytics track,

Management Consulting track