

# BS in Marketing

## Program Codes:

20FL1432BS

## Degree Requirements

To earn a Bachelor of Science in Marketing degree from UIC, students need to complete university, college, and department degree requirements. The Department of Managerial Studies degree requirements are outlined below. Students should consult the [College of Business Administration](#) section for additional degree requirements and college academic policies.

Code	Title	Hours
<b>Summary of Requirements</b>		
General and Basic Course Requirements		48
Business Core		42
Major Requirements		18
Business Electives		12
<b>Total Hours</b>		<b>120</b>

## General and Basic Course Requirements

See [General and Basic Course Requirements](#) in the College of Business Administration section for the list of courses needed to meet this requirement.

## Business Core

See [Business Course Requirements](#) in the College of Business Administration section for the list of courses needed to meet this requirement.

## Major Requirements

Code	Title	Hours
<b>Required Courses</b>		
MKTG 370	Quantitative Marketing Skills	3
MKTG 461	Consumer Market Behavior	3
MKTG 465	Strategic Marketing Management	3
Nine additional hours selected from among the nonrequired 400-level courses in Marketing, except MKTG 499.		9
<b>Total Hours</b>		<b>18</b>

Students may choose to focus their nine elective hours for their major within a given concentration. The same elective cannot be counted toward more than one concentration. Students may also choose to complete the degree without a concentration. In this case, students may fulfill their 9-hour elective requirement by choosing any combination of marketing electives from within the Department of Marketing.

The Department of Marketing offers the following concentrations:

## Concentration in Data-Driven Marketing

Code	Title	Hours
Select three of the following:		
MKTG 458	Digital Marketing Research <sup>a</sup>	9
MKTG 459	Marketing Insights Qual Rsrch	
MKTG 460	Marketing Analytics	

MKTG 467	Business Intelligence in Marketing <sup>a</sup>
MKTG 468	Advanced Marketing Research <sup>a</sup>

<sup>a</sup> MKTG 462 is a prerequisite for MKTG 458, MKTG 467, and MKTG 468, and should be taken by marketing majors as the Advanced Quantitative Skills course under [Business Core — Selective Courses](#).

## Concentration in Innovation and Design Thinking

**Code**                      **Title**    **Hours**

Students may complete the concentration with one of the following options:

<b>Option 1</b>		9
MKTG 477 & MKTG 478	Interdisciplinary Research and Development I and Interdisciplinary Research and Development II	9
Select one of the following:		
MKTG 470	Branding	
MKTG 480	Approaches to Creativity	9
MKTG 485	Customer Experience Management	

<b>Option 2</b>		9
MKTG 475 or MKTG 482	Product Management <sup>a</sup> or Innovation Management	9
Select two of the following:		
MKTG 470	Branding	9
MKTG 475	Product Management <sup>a</sup>	
MKTG 480	Approaches to Creativity	
MKTG 482	Innovation Management <sup>a</sup>	
MKTG 485	Customer Experience Management	

<sup>a</sup> MKTG 462 is a prerequisite for MKTG 475 and MKTG 482 and should be taken by marketing majors as the Advanced Quantitative Skills course under [Business Core — Selective Courses](#).

## Concentration in Digital Marketing and Promotions

Code	Title	Hours
Select two of the following:		
MKTG 470	Branding	6
MKTG 474	Advertising	
MKTG 479	Digital and Social Media Marketing	
Select one of the following:		3
MKTG 458	Digital Marketing Research	9
MKTG 464	Content Marketing	
MKTG 467	Business Intelligence in Marketing	

## Concentration in Sales Leadership

Code	Title	Hours
The following course is required:		
MKTG 473	Introduction to Sales	3
Select two of the following:		
MKTG 463	Marketing and Sales Channels	6

MKTG 476	Business-to-Business (B2B) Marketing
MKTG 481	Advanced Sales

## Concentration in Retail and Services Marketing

Code	Title	Hours
Select three of the following:		9
MKTG 452	Principles of Retailing	
MKTG 455	Multichannel Retailing	
MKTG 471	Services Marketing	
MKTG 485	Customer Experience Management	

## Business Electives

Code	Title	Hours
<b>Electives</b>		
12 hours at the 200, 300, or 400 level chosen from courses in the College of Business Administration or courses offered in the Economics department with a maximum of 6 hours at the 200 level. Students may use their business electives to complete a second concentration within their major, if applicable, or a minor with the college. Students should work with their advisor in choosing appropriate business electives.		12
<b>Total Hours</b>		<b>12</b>

## Sample Business Major Curriculum

See [Sample Business Major Curriculum](#) in the College of Business Administration section. See your academic advisor for an individualized major map in your field of study.