

BS in Marketing

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
Summary of Requirements		
General and Basic Course Requirements		48
Business Core		42
Major Requirements		18
Business Electives		12
Total Hours		120

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
Required Courses		
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
Total Hours		18

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:

Code	Title	Hours
Concentration in Data-Driven Marketing		
Select three of the following:		9
MKTG 458	Digital Marketing Research ^a	
MKTG 459	Marketing Insights Qual Rsrch	
MKTG 460	Marketing Analytics	
MKTG 467	Business Intelligence in Marketing ^a	
MKTG 468	Advanced Marketing Research ^a	

^a *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](#).*

Code	Title	Hours
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Concentration in Innovation and Design Thinking

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

Option 1 9

MKTG 477 & MKTG 478	Interdisciplinary Product Development I and Interdisciplinary Product Development II
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Select one of the following:

MKTG 470	Branding
MKTG 480	Approaches to Creativity
MKTG 485	Customer Experience Management

Option 2 9

MKTG 475 or MKTG 482	Product Management ^a or Innovation Management
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Select two of the following:

MKTG 470	Branding
MKTG 475	Product Management ^a
MKTG 480	Approaches to Creativity
MKTG 482	Innovation Management ^a
MKTG 485	Customer Experience Management

^a *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](#).*

Code	Title	Hours
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Concentration in Digital Marketing and Promotions

Select two of the following: 6

MKTG 470	Branding
MKTG 474	Advertising
MKTG 479	Digital and Social Media Marketing

Select one of the following: 3

MKTG 458	Digital Marketing Research
MKTG 464	Content Marketing
MKTG 467	Business Intelligence in Marketing

Code	Title	Hours
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Concentration in Sales Leadership

The following course is required: 3

MKTG 473	Introduction to Sales
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Select two of the following: 6

MKTG 463	Marketing and Sales Channels
MKTG 476	Business-to-Business (B2B) Marketing
MKTG 481	Advanced Sales

Code	Title	Hours
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Concentration in Retail and Services Marketing

Select three of the following: 9

MKTG 452	Principles of Retailing
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MKTG 455	Multichannel Retailing
MKTG 471	Services Marketing
MKTG 485	Customer Experience Management

Business Electives

Code	Title	Hours
Electives		
12 hours from courses in the College of Business Administration. Students may choose ECON 221 or any CBA courses at the 300- or 400-level. Students may use their business electives to complete a second concentration within their major or a minor with the college.		12
Total Hours		12

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.