

# Department of Marketing

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**Contact Information:**

Campus Location: 2203 University Hall (UH), Undergraduate Programs:  
1118 UH  
(312) 996-2700  
[business.uic.edu/undergraduate-programs/bs-marketing-degree](https://business.uic.edu/undergraduate-programs/bs-marketing-degree)

**Administration:**

Department Head: Benét DeBerry-Spence  
Assistant Director of Administration: Japhania Joel Vejdla

The Department of Marketing offers a Bachelor of Science in Marketing.

Marketing involves all activities that help a company create and deliver value to customers and society at large. These activities include conducting research to understand current and future customers, developing new products and services and improving the company's existing offerings, and communicating with the market through traditional or digital media and the company's sales organization. The Bachelor of Science in Marketing provides students with skills and tools to enable them to become effective marketers. The department offers a range of courses in different aspects of marketing, and students can also choose among five concentrations depending upon their interests and career focus:

- Data-Driven Marketing
- Digital Marketing and Promotions
- Innovation and Design Thinking
- Sales Leadership
- Retail and Services Marketing

The basic objective of the curriculum is to produce a student who has a sound understanding of theory and a keen sense of how to apply it in practice.

## Distinction

See [Academic Honors](#) in the College of Business Administration section.

## Degree Programs

- [BS in Marketing](#)