Department of Marketing

Contact Information:
Campus Location: 2203 University Hall (UH), Undergraduate Programs: 1118 UH
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business.uic.edu/undergraduate-programs/bs-marketing-degree

Administration:
Department Head: Benét DeBerry-Spence

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

Marketing involves several business activities that are performed in the process of getting goods and services from producer to the ultimate consumer. These activities include product management, pricing, promotion, and distribution. The Bachelor of Science in Marketing provides students not only with an understanding of those activities that comprise marketing but also with the tools and concepts they will need to make sound decisions in the area. Thus, courses are provided in marketing research, consumer behavior, analytical techniques in marketing, and marketing strategy to name a few. Students are also able to choose among four concentrations depending upon their interests and career focus:

• Marketing Research
• Marketing Communications and Promotions
• Innovation & Product Management
• Sales Leadership

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 (http://catalog.uic.edu/ucat/colleges-depts/business-administration/#i) in College of Business Administration section.

Degree Programs
• BS in Marketing (http://catalog.uic.edu/ucat/colleges-depts/business-administration/marketing/bs)