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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Summary of Requirements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General and Basic Course Requirements</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>Business Core</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Major Requirements</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Business Electives</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>120</td>
</tr>
</tbody>
</table>

General and Basic Course Requirements

See General and Basic Course Requirements (http://catalog.uic.edu/ucat/colleges-depts/business-administration/#c2) in the College of Business Administration section for the list of courses needed to meet this requirement.

Business Core

See Business Course Requirements (http://catalog.uic.edu/ucat/colleges-depts/business-administration/#c3) in the College of Business Administration section for the list of courses needed to meet this requirement.

Major Requirements

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

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 Managerial Studies.

The Department of Managerial Studies offers the following four concentrations in marketing:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Concentration in Marketing Research</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The following courses are required:</td>
<td>9</td>
</tr>
<tr>
<td>MKTG 460</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MKTG 467</td>
<td>Market and Business Intelligence</td>
<td></td>
</tr>
<tr>
<td>MKTG 468</td>
<td>Advanced Marketing Research</td>
<td></td>
</tr>
</tbody>
</table>

Concentration in Innovation and Product Management

The following courses are required: 9
- MKTG 477 Interdisciplinary Product Development I
- MKTG 478 Interdisciplinary Product Development II
Select one of the following:
- MKTG 470 Brand Management
- MKTG 475 Product Management

Concentration in Marketing Promotions and Communications

Select three of the following: 9
- MKTG 463 Marketing Channels and E-Commerce
- MKTG 470 Brand Management
- MKTG 474 Advertising and Sales Promotion
- MKTG 479 Digital and Social Media Marketing

Concentration in Sales Leadership

The following course is required: 3
- MKTG 481 Sales Management
Select two of the following: 6
- MKTG 452 Principles of Retailing
- MKTG 473 The Personal Selling Effort in Marketing
- MKTG 476 Business-to-Business (B2B) Marketing

Business Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electives</td>
<td></td>
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<tr>
<td></td>
<td>Nine 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.</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>9</td>
</tr>
</tbody>
</table>

Sample Business Major Curriculum

See Sample Business Major Curriculum (http://catalog.uic.edu/ucat/colleges-depts/business-administration/#l) in the College of Business Administration section. See your academic advisor for an individualized major map in your field of study.