

# MARKETING (BSB)

The ultimate goal of an organization is to satisfy the needs and wants of its customers profitably. The Marketing Department offers a variety of courses designed to develop and sharpen student skills to analyze and solve marketing problems. Successful marketing requires the ability to know how and when to do research, how to analyze markets and behavior, and how to develop products and services that satisfy or even anticipate customers' needs. The purpose of the undergraduate program in Marketing is to prepare students for successful marketing careers by teaching them the knowledge and skills to identify marketing problems and develop solutions that meet customer needs.

| Program Requirements         | Quarter Hours |
|------------------------------|---------------|
| Business Core Requirements   | 60            |
| Liberal Studies Requirements | 72            |
| Major Requirements           | 10            |
| Concentration Requirements   | 28            |
| Open Electives               | 22            |
| <b>Total hours required</b>  | <b>192</b>    |

## Learning Outcomes

### Core Outcomes

Students will be able to:

- Use analytical and reflective skills in decision-making.
- Communicate effectively both orally and in writing.
- Recognize legal and ethical issues confronting them.
- Contribute to the performance of a group within a business setting.
- Know the differences among global economies, institutions, business practices and cultures.
- Acquire knowledge of the functional areas of business and the interrelationships among the functional areas within a business.

### Program Specific Outcomes

Students will be able to:

- Create a value proposition.
- Distinguish features and benefits of products and services.
- Describe how external factors and demographic change affect demand for products and services.
- Identify marketing problems and develop appropriate solutions by collecting, analyzing, and interpreting data.
- Create a marketing plan.
- Use marketing methodologies/tools to make strategic decisions.

## College Core Requirements

### Business Core Requirements

All undergraduate students in the Driehaus College of Business complete foundational courses in the areas of accountancy, economics, finance, management, and marketing. The core curriculum also includes courses that emphasize the increasingly quantitative and technological nature of business, the importance of the entrepreneurial mindset, and how students can use their business education to address important social challenges.

## Course Requirements

For a student to complete the Bachelor of Science in Business, the following Business Core courses totaling at least 60.0 hours are required:

| Course  | Title   | Quarter Hours |
|---|---|---------------|
| <b>Business Core Courses</b>                    |   |               |
| ACC 101   | INTRODUCTION TO ACCOUNTING I <sup>1</sup>                                       | 4             |
| ACC 102   | INTRODUCTION TO ACCOUNTING II <sup>1</sup>                                      | 4             |
| BUS 101   | INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET | 4             |
| BUS 102   | BUSINESS ANALYTICS  | 4             |
| BUS 103   | BUSINESS FOR SOCIAL GOOD  | 4             |
| ECO 105   | PRINCIPLES OF MICROECONOMICS  | 4             |
| ECO 106   | PRINCIPLES OF MACROECONOMICS  | 4             |
| FIN 310   | INTRODUCTION TO FINANCE   | 4             |
| MAT 137   | BUSINESS STATISTICS   | 4             |
| MGT 300   | PRINCIPLES OF MANAGEMENT  | 4             |
| MGT 301   | PRINCIPLES OF OPERATIONS MANAGEMENT   | 4             |
| MKT 301   | PRINCIPLES OF MARKETING   | 4             |
| <b>Business Technology <sup>2</sup></b>         |   |               |
| Select one of the following:                    |   | 4             |
| BUS 202   | BUSINESS TECHNOLOGY   |               |
| CSC 241   | INTRODUCTION TO COMPUTER SCIENCE I  |               |
| MIS 360   | SYSTEMS ANALYSIS AND DESIGN   |               |
| <b>Business Communication <sup>3</sup></b>      |   |               |
| Select one of the following:                    |   | 4             |
| MKT 276   | EFFECTIVE BUSINESS COMMUNICATION  |               |
| CMNS 201  | BUSINESS AND PROFESSIONAL COMMUNICATION   |               |
| <b>Global Business Perspective <sup>4</sup></b> |   |               |
| Select one of the following:                    |   | 4             |
| ECO 316   | EUROPEAN ECONOMIC HISTORY   |               |
| ECO 330   | RADICAL RESPONSES TO CAPITALISM   |               |
| ECO 333   | TOPICS IN GLOBAL ECONOMIES  |               |
| ECO 334   | UNDERSTANDING CHINA'S ECONOMY   |               |
| ECO 360   | ECONOMICS OF LOW-INCOME COUNTRIES   |               |
| ECO 361   | INTERNATIONAL TRADE   |               |
| ECO 362   | INTERNATIONAL MONETARY ECONOMICS  |               |
| ECO 363   | ECONOMICS OF THE EUROPEAN UNION   |               |
| FIN 340   | INTERNATIONAL FINANCE   |               |
| FIN 355   | GLOBAL IPOs & VENTURE CAPITAL   |               |
| IB 350  | INTERNATIONAL BUSINESS SEMINAR  |               |
| MGT 354   | GLOBAL HUMAN RESOURCE MANAGEMENT  |               |
| MGT 357   | INTERNATIONAL BUSINESS  |               |
| MKT 340   | MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS      |               |
| MKT 358   | MARKETING IN A GLOBAL ENVIRONMENT   |               |
| MKT 360   | INTERNATIONAL MARKETING   |               |
| SOC 217   | WORK IN A GLOBALIZED WORLD  |               |

A course taken as part of a term-long study abroad program

<sup>1</sup> Strobel students take specially designated sections of all required ACC classes, including ACC 101 and ACC 102 (excluding ACC 250, ACC 300, ACC 301).

<sup>2</sup> Actuarial Science and Economic Data Analytics majors must take CSC 241.

MIS majors must take MIS 360.

<sup>3</sup> MKT majors and Sales minors must take MKT 276.

<sup>4</sup> A course taken for Global Business Perspective that is in a student's major or minor field must be completed with a minimum grade of C-.

## Business Core Timeline

- BUS 101, BUS 102 and BUS 103 are intended to be completed by students during their first year of enrollment in the college.
- Business core requirements may be prerequisites to other courses.
- Planning is essential to a student's graduation timeline.
- Academic advisors work with students to co-create customized degree completion plans and assist with balancing course load.

## Business Ethics

All undergraduate students in the Driehaus College of Business complete a course in Business Ethics. It is recommended students take MGT 248 or PHL 248 in Philosophical Inquiry or MGT 228 or REL 228 in Religious Dimensions in the Liberal Studies Program (or University Honors Program) Requirements.

## Second Majors and Minors

The addition of a second major or minor may affect the Business Core classes required for a student. Meet with an academic advisor to confirm requirements.

## Business Technology requirement for all business majors (except Management Information Systems majors)

- Business Technology requirement may be replaced by CSC 243.

## Math requirement for all business majors (except Actuarial Science majors)

- MAT 137 may be replaced by MAT 348 or MAT 351.

## Communication Requirement

Students majoring in Marketing must complete MKT 276 for the Communication requirement.

## Global Business Perspective

If a MKT course or IB 350 is shared between Global Business Perspective and the Marketing major, additional hours of Open Elective credit are required.

## Grade Minimum Requirements for Marketing Major

A minimum grade of C- is required for the following: ACC 101, ACC 102, BUS 101, BUS 102, BUS 103, BUS 202, ECO 105, ECO 106, MAT 137, MKT 301, MKT 276, and any MKT course used for Global Business Perspective.

## Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

| First Year Program                 |  | Hours |
|------------------------------------|--|-------|
| <b>Chicago Quarter</b>             |  |       |
| LSP 110<br>or LSP 111              | DISCOVER CHICAGO<br>or EXPLORE CHICAGO   | 4     |
| <b>Focal Point</b>                 |  |       |
| LSP 112                            | FOCAL POINT SEMINAR                      | 4     |
| <b>Writing</b>                     |  |       |
| WRD 103                            | COMPOSITION AND RHETORIC I <sup>1</sup>  | 4     |
| WRD 104                            | COMPOSITION AND RHETORIC II <sup>1</sup> | 4     |
| <b>Quantitative Reasoning</b>      |  |       |
| Not Required                       |  |       |
| <b>Sophomore Year</b>              |  |       |
| <b>Race, Power, and Resistance</b> |  |       |
| LSP 200                            | SEMINAR ON RACE, POWER, AND RESISTANCE   | 4     |
| <b>Junior Year</b>                 |  |       |
| <b>Experiential Learning</b>       |  |       |
| Required                           |  | 4     |
| <b>Senior Year</b>                 |  |       |
| <b>Capstone</b>                    |  |       |
| BUS 392                            | SENIOR SEMINAR <sup>1</sup>              | 4     |

<sup>1</sup> Students must earn a C- or better.

## Learning Domains

**Arts and Literature (AL)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/>)

- 3 AL Courses Required

**Historical Inquiry (HI)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/>)

- 2 HI Courses Required

**Math and Computing (MC)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/math-and-computing/>)

- Not Required

**Philosophical Inquiry (PI)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/>)

- 2 PI Courses Required<sup>1</sup>

**Religious Dimensions (RD)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/>)

- 2 RD Courses Required<sup>1</sup>

### Scientific Inquiry (SI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/>)

- 1 Lab Course Required

### Social, Cultural, and Behavioral Inquiry (SCBI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/>)

- 1 SCBI Course Required

<sup>1</sup> PHL 248 / MGT 248 is required in PI or REL 228 / MGT 228 is required in RD.

## Notes

Specified required courses within Liberal Studies may have grade minimums (e.g. C- or better). Please consult your advisor or your college and major requirements.

Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student's major and is cross-listed with a course within the student's major, can be applied to count for LSP domain credit. This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

## Major Requirements

### Course Requirements

In addition to MKT 301, a student majoring in Marketing is required to complete the following courses totaling 38.0 hours plus 4.0 hours to be shared with the Business Core (42.0 hours total):

- Three required courses to be taken for 10.0 hours:
  - MKT 250 NAVIGATING MARKETING CAREERS (2 hours)
  - MKT 310 CONSUMER BEHAVIOR
  - MKT 305 INTRODUCTION TO MARKETING RESEARCH
- One required course to be taken in Business Core:
  - MKT 276 EFFECTIVE BUSINESS COMMUNICATION
- One Marketing Concentration of seven courses to be taken for 28.0 hours to be chosen from:
  - Digital Marketing
  - Sales Leadership
  - Marketing Insights

### Business Communication Requirement

MKT 276 must be completed by students majoring in Marketing and serves as the Communication requirement in the Business Core.

### Second Marketing Concentration

A student majoring in Marketing may have more than one Marketing concentration.

Exception: students with Marketing Insights Concentration cannot have a second Marketing Concentration.

While a student may complete more than one Marketing concentration, at least 50% of the courses used for the completion of a second concentration must be unique to the completion of that concentration.

### Career Management Course

Students are required to complete the Career Course (250) associated with the major. Students who double major may choose the Career Course (250) associated with either major provided that hours for graduation are satisfied. Students should take the Career Course as soon as possible.

### Global Business Perspective

If any MKT or IB 350 course is shared between Global Business Perspective and the Marketing major, additional hours of Open Elective credit are required. Any MKT or IB 350 course used toward the Global Business Perspective requirement must be passed with C- or higher.

### Open Electives

Open elective credit (22.0 hours) is also required to meet the minimum graduation requirement of 192 hours.

### Combined Bachelor's + Master's Program Participants

Students admitted to a Marketing Combined Bachelor's + Master's program may apply up to three approved graduate course(s) towards their undergraduate degree. Students should see academic advisor for additional information.

### Graduation Requirements

All Marketing (MKT) courses and any other courses used toward the Marketing major must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.

Concentrations, tracks and specializations provide focus to the major. In addition to any college core requirements, liberal studies requirements and major requirements, students are required to choose one of the following:

- Digital Marketing Concentration, Marketing (BSB) (<https://catalog.depaul.edu/programs/marketing-bsb/digital-marketing-concentration-marketing-bsb/>)
- Marketing Insights, Marketing (BSB) (<https://catalog.depaul.edu/programs/marketing-bsb/marketing-insights-concentration-bsb/>)
- Sales Leadership Concentration, Marketing (BSB) (<https://catalog.depaul.edu/programs/marketing-bsb/sales-leadership-concentration-marketing-bsb/>)

## Career Orientations

### Advertising and Promotion

Skills that lead to successful careers in Advertising and Promotion include: analysis of market research data; media planning; the creation of persuasive messages; strategic coordination of elements of the marketing communication mix; sales promotion strategies; public relations analysis and tactical management. You may consider the Standard concentration in Marketing to pursue this career path. Marketing elective courses for students interested in a career in advertising and promotion include the following:

| Course  | Title                                    | Quarter Hours |
|---------|--|---------------|
| MKT 320 | PRINCIPLES OF ADVERTISING                |               |
| MKT 321 | SOCIAL MEDIA MARKETING                   |               |
| MKT 395 | DIGITAL MARKETING ANALYTICS AND PLANNING |               |

## Category Management

Category Management is the practice of managing a group of related products as one category to maximize profitability. Successful companies expect their suppliers to act as partners that will help them grow their businesses, sharing industry expertise and consumer insight. We have partnered with the Category Management Association to develop a unique curriculum that will prepare students for careers in this rapidly growing field and lead to industry certification. You may consider the Sales Leadership concentration in Marketing to pursue this career path. A student interested in category management should take the courses listed below:

| Course  | Title   | Quarter Hours |
|---------|---|---------------|
| MKT 276 | EFFECTIVE BUSINESS COMMUNICATION                                |               |
| MKT 377 | SALES FUNDAMENTALS (required in Sales Leadership Concentration) |               |
| MKT 380 | SCIENCE OF RETAILING  |               |
| MKT 383 | ANALYTICAL SALES (required in Sales Leadership Concentration)   |               |
| MKT 384 | CASES IN CATEGORY MANAGEMENT                                    |               |
| MKT 387 | SHOPPER INSIGHTS IN MARKETING                                   |               |

## International Marketing

The international area of marketing offers students the opportunity to examine the economy and business management of many countries in their political, historical, and socio-cultural context. Students who concentrate on international marketing would develop career opportunities in international sales, international product management, or international marketing management. You may consider the Standard concentration in Marketing to pursue this career path. DePaul Marketing students may combine their majors with either a minor in a commercial language through the College of Liberal Arts and Social Sciences, or with selected course work in International Studies. Students interested in international marketing benefit by enrolling in the following Marketing courses:

| Course  | Title  | Quarter Hours |
|---------|--|---------------|
| MKT 320 | PRINCIPLES OF ADVERTISING  |               |
| MKT 340 | MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS |               |
| MKT 352 | NEW PRODUCT DEVELOPMENT  |               |
| MKT 360 | INTERNATIONAL MARKETING  |               |
| MKT 390 | SERVICE MARKETING  |               |

## Market Research

Market research encompasses problem formulation, data gathering, data analysis, and communication of findings. An understanding of statistics, psychology and sociology as related to marketing is desirable. You may consider the Standard concentration in Marketing to pursue this

career path. A student interested in market research will benefit from the following courses:

| Course  | Title                              | Quarter Hours |
|---------|------------------------------------|---------------|
| MKT 305 | INTRODUCTION TO MARKETING RESEARCH |               |
| MKT 315 | STRATEGIC TOOLS FOR MARKETERS      |               |
| MKT 320 | PRINCIPLES OF ADVERTISING          |               |
| MKT 352 | NEW PRODUCT DEVELOPMENT            |               |

## Marketing Management

Many chief executives of top U.S. companies have a background in marketing. Strong marketing provides a key competitive advantage in a dynamic global economy. The marketing management emphasis is appropriate for students with a general interest in planning, development, and introduction of products and services. You may consider the Standard concentration or the IME program in Marketing to pursue this career path. A student interested in marketing management should take the following courses:

| Course  | Title                         | Quarter Hours |
|---------|-------------------------------|---------------|
| MKT 315 | STRATEGIC TOOLS FOR MARKETERS |               |
| MKT 320 | PRINCIPLES OF ADVERTISING     |               |
| MKT 352 | NEW PRODUCT DEVELOPMENT       |               |
| MKT 360 | INTERNATIONAL MARKETING       |               |