

MARKETING INSIGHTS, MARKETING (BSB)

The Marketing Insights concentration provides students with the flexibility to tailor their programs to fit a wide array of career interests. Graduates with a marketing major have many career opportunities in the various areas of marketing such as advertising, market research, sales management, or marketing management. The department offers electives that focus in each area. Majors may wish to group their elective courses with a concentration or specific career orientation in mind, although this is not required.

A student majoring in Marketing with this concentration must complete the following requirements totaling at least 28.0 hours:

Course Requirements

Course	Title	Quarter Hours
MKT 315	STRATEGIC TOOLS FOR MARKETERS	4
MKT 359	ADVANCED MARKETING MANAGEMENT	4
Select five elective courses from the following:		20
MKT 320	PRINCIPLES OF ADVERTISING	
MKT 321	SOCIAL MEDIA MARKETING	
MKT 322	SEARCH ENGINE MARKETING & ANALYTICS	
MKT 323	CONTENT MARKETING	
MKT 333	MARKETING FOR THE SOCIAL GOOD	
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS	
MKT 342	SPORTS SPONSORSHIP MARKETING	
MKT 352	NEW PRODUCT DEVELOPMENT	
MKT 360	INTERNATIONAL MARKETING	
MKT 377	SALES FUNDAMENTALS	
MKT 378	SALES STRATEGY & TECHNOLOGY	
MKT 380	SCIENCE OF RETAILING	
MKT 383	ANALYTICAL SALES	
MKT 384	CASES IN CATEGORY MANAGEMENT	
MKT 385	SPORTS SALES	
MKT 386	SOCIAL IMPACT SALES	
MKT 387	SHOPPER INSIGHTS IN MARKETING	
MKT 390	SERVICE MARKETING	
MKT 393	MARKETING INTERNSHIP	
MKT 395	DIGITAL MARKETING ANALYTICS AND PLANNING	
MKT 396	MOBILE MARKETING	
MKT 398	SPECIAL TOPICS (multiple topics may be used)	
MKT 399	INDEPENDENT STUDY	
MKT 420	CANNABIS BUSINESS-THE SOCIAL & ECONOMIC IMPACT & PRACTICE	
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS	

HSB 356	SPORTS MANAGEMENT
IB 350	INTERNATIONAL BUSINESS SEMINAR

Business Communication Requirement

Driehaus students majoring in Marketing must complete MKT 276 for 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.

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. Any MKT or IB 350 used for Global Business Perspective course must be passed with C- or higher.

Experiential Learning

If either MKT 393 or IB 350 is completed in the Marketing major, consult with academic advisor regarding options for Experiential Learning.

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.