

SALES LEADERSHIP CONCENTRATION, MARKETING (BSB)

The demand for trained and knowledgeable sales people has never been greater. Sales careers offer independence, ample financial reward, personal growth and opportunities for rapid advancement within the organization. The Sales Leadership Program produces business graduates who can sell by joining traditional classroom education with real-world learning experience. Classes are led by faculty with extensive sales experience and by sales executives from leading corporations. Students experience rigorous classroom learning designed to deliver the knowledge and practical skills they will need to succeed during the first years of their careers including: oral and written communication, selling technique and networking, use of technology in customer strategy and identification, and development of organization leadership in a sales environment. Successful students will enjoy opportunities to visit companies, take paid internships, and interview with leading companies for entry-level positions.

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 359	STRATEGIC MARKETING MANAGEMENT	4
MKT 377	SALES FUNDAMENTALS	4
MKT 378	SALES STRATEGY & TECHNOLOGY	4
MKT 383	ANALYTICAL SALES	4
Select two Sales electives from the following:		8
MKT 380	SCIENCE OF RETAILING	
MKT 384	CASES IN CATEGORY MANAGEMENT	
MKT 385	SPORTS SALES	
MKT 386	SOCIAL IMPACT SALES	
MKT 387	SHOPPER INSIGHTS IN MARKETING	
MKT 398	SPECIAL TOPICS (when related to Sales)	
Select one Marketing elective from above or the following:		4
MKT 315	STRATEGIC TOOLS FOR MARKETERS	
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 388	ECOMMERCE MARKETING	
MKT 390	SERVICE MARKETING	
MKT 393	MARKETING INTERNSHIP	

MKT 395	DIGITAL MARKETING ANALYTICS AND PLANNING
MKT 396	MOBILE MARKETING
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

Category Management Focus

For a specific focus in Category Management, Sales Leadership students should take:

Course	Title	Quarter Hours
MKT 380	SCIENCE OF RETAILING	
MKT 384	CASES IN CATEGORY MANAGEMENT	
MKT 387	SHOPPER INSIGHTS IN MARKETING	

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.