

MARKETING (BSB) ONLINE

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.

The Marketing major with a Digital Marketing Concentration is offered fully online.

Program Requirements	Quarter Hours
Business Core Requirements	60
Liberal Studies Requirements	72
Major Requirements	10
Concentration Requirements	28
Open Electives	22
Total hours required	192

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.
- 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
Business Core Courses		
ACC 101	INTRODUCTION TO ACCOUNTING I ¹	4
ACC 102	INTRODUCTION TO ACCOUNTING II ¹	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	4
MKT 301	PRINCIPLES OF MARKETING	4
Business Technology ²		
Select one of the following:		4
BUS 202	BUSINESS TECHNOLOGY	
CSC 241	INTRODUCTION TO COMPUTER SCIENCE I	
MIS 360	SYSTEMS ANALYSIS AND DESIGN	
Business Communication ³		
Select one of the following:		4
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	
ORGC 201	BUSINESS AND PROFESSIONAL COMMUNICATION	
Global Business Perspective ⁵		
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	
ICS 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

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

² Actuarial Science and Economic Data Analytics majors must take CSC 241.

MIS majors must take MIS 360.

³ MKT majors and Sales minors must take MKT 276.

⁴ MGT 301-H is required if pursuing the Management Honors Program.

⁵ 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.

Math Requirements for all business majors (except Actuarial Science majors)

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

Business Communication Requirement

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

Global Business Perspective

If a MKT course or ICS 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
Chicago Quarter		
LSP 110 or LSP 111	DISCOVER CHICAGO or EXPLORE CHICAGO	4
Focal Point		
LSP 112	FOCAL POINT SEMINAR	4
Writing		
WRD 103	COMPOSITION AND RHETORIC I ¹	4
WRD 104	COMPOSITION AND RHETORIC II ¹	4
Quantitative Reasoning		
Not Required		
Sophomore Year		
Race, Power, and Resistance		
LSP 200	SEMINAR ON RACE, POWER, AND RESISTANCE	4
Junior Year		
Experiential Learning		
Required		4
Senior Year		
Capstone		
ICS 392	SENIOR SEMINAR ¹	4

¹ 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 Required¹

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

- 2 RD Courses Required¹

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

¹ 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
- The Digital Marketing Concentration of seven courses to be taken for 28.0 hours

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

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. Students should take the Career Course as soon as possible.

Global Business Perspective

If an MKT or ICS 350 course is shared between Global Business Perspective and the Marketing major, additional hours of Open Elective

credit are required. Any MKT or ICS 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 the following:

- Digital Marketing Concentration, Marketing (BSB) Online (<https://catalog.depaul.edu/programs/marketing-online-bsb/digital-marketing-concentration-marketing-online-bsb/>)