

MARKETING, BACHELOR OF BUSINESS ADMINISTRATION

College: Daniel L. Goodwin College of Business

Department: Business

Student Type: Traditional Undergraduate

Degree: Bachelor of Business Administration

Campus: Both Lisle Campus and Mesa Campus

Requirements - Major

Marketing majors must complete the University's distribution requirements, which are partially satisfied by the following courses in ethics and math.

Code	Title	Hours
Ethics ¹		
Select one of the following: 3		
PHIL 2245	General Ethics	
PHIL 2247	Business Ethics	
THEO 2252	Business Ethics in the Context of Catholic Social Teaching	
Math ¹		
MATH 1105	College Algebra with Business Applications ²	3
	or MATH 1110 College Algebra	

¹ Business majors must complete Ethics and Math requirement with a grade of "C" or better.

² Or other department approved course.

Code	Title	Hours
Business Core ¹		
BUSN 1000	Business and Professional Responsibility	3
ACCT 1111	Principles of Financial Accounting	3
ACCT 1112	Principles of Managerial Accounting	3
BALT 1140	Excel with Business Applications	3
BALT 1150	Business Statistics I ³	3
ECON 2001	Principles of Microeconomics	3
ECON 2002	Principles of Macroeconomics	3
FINA 2300	Principles of Finance	3
MKTG 2300	Principles of Marketing	3
MGT 2235	Business Law	3
BALT 3301	Managerial Decision Making Under Uncertainty	3
MGT 3300	Management	3
MGT 4380	Global Strategic Management	3
Major Courses ²		
MKTG 3310	Consumer Behavior	3
MKTG 3318	Infographics for Business	3
MKTG 3325	CRM Business Concepts and Software Applications	3
MKTG 3333	Personal Selling and Sales Management	3
MKTG 3347	Social Media Marketing	3
MKTG 3360	Marketing Research	3
MKTG 4380	Marketing Strategy	3

Recommended Electives

BALT 3310	Visualization Techniques and Dashboarding	
BALT 3370	Introduction to GIS for Business Analysis	
BALT 4320	Data and Text Mining	
Total Hours		60

¹ Marketing majors must complete each of the following Business Core courses with a "C" or better.

² Marketing majors must also complete the following Major Courses, with a "C" or better.

³ Or other department approved course.

CLEP, Work/Life Experience, internships, advanced placement and other external credit may substitute for major courses if approved by the department.

Optional Concentration Requirements

The following optional concentrations in Business Analytics, Digital Marketing, and Operations Management are available in combination with this major. Requirements listed below must be completed with a "C" or better.

Business Analytics

Code	Title	Hours
BALT 3310	Visualization Techniques and Dashboarding	3
BALT 3330	Database Structures & Queries	3
BALT 3370	Introduction to GIS for Business Analysis	3
BALT 4320	Data and Text Mining	3
Total Hours		12

Digital Marketing

Code	Title	Hours
MKTG 3345	Introduction to Web Analytics	3
MKTG 3347	Social Media Marketing	3
MKTG 3348	Content Development & Search Engine Optimization	3
MKTG 3349	Search Engine Marketing	3
Total Hours		12

Operations Management

Code	Title	Hours
MGT 2235	Business Law	3
BALT 3350	Business Process Management	3
MGT 4433	Operations Management	3
INTB 3340	Global Logistics	3
	or BALT 3325 Lean Six Sigma for Operational Excellence	
Total Hours		12

Objectives

Students in the Bachelor of Business Administration program will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Demonstrate proficiency in areas such as statistical and other mathematical techniques, data analysis, and quantitative modeling of business related information.

Student Learning Outcome 2: Demonstrate proficiency in areas such as complex problem solving skills, logical reasoning, and idea generation for making business related decisions.

Student Learning Outcome 3: Demonstrate proficiency in the functional areas of business, such as finance, accounting, marketing, operations, and human resources, as well as the capacity to synthesize and apply this functional knowledge.

Student Learning Outcome 4: Demonstrate proficiency in areas such as group dynamics, collaboration, interpersonal relations, and leading individuals, teams or organizations.

Student Learning Outcome 5: Demonstrate proficiency in written, oral, and/or visual communication formats.