

# MARKETING (MSM)

Our Master of Science in Marketing (MSM) degree program integrates creativity with analytics and strategy with insight. You'll have the opportunity to accelerate your career in the dynamic fields of 21<sup>st</sup> century marketing.

Many students with undergraduate degrees in journalism, communications, advertising, and marketing enroll in the MSM program to advance their careers with additional credentials. Others with degrees in finance, economics, medicine, and engineering choose the MSM program as a pathway to career change.

## Curriculum

The Masters in Marketing (MSM) program's strategic and creative curriculum builds the skills needed for strong brand management that addresses global challenges with thoughtful, actionable innovations for today's marketplace.

### Three Tracks

MSM students choose one of the following three tracks:

- Digital Marketing Analytics (STEM-designated)
- Integrated Marketing Communications
- Supply Chain (STEM-designated)

All three tracks have a 12-course curriculum with one prerequisite course.

### Digital Marketing Analytics Track

The STEM-designated Digital Marketing Analytics track is devoted to engaging emerging capabilities built on the foundation of creative, digital, and analytical marketing skill sets.

Combining business goals with marketing decisions, this increasingly critical marketing function leverages consumer, retail, and category trend data to help marketers make informed marketing and business decisions through database models, improved sales forecasting, and data-driven tactics that enhance consumer loyalty, market share, and profitability.

### Track Curriculum

The Digital Marketing Analytics track's 12-course curriculum can be completed in 12-16 months.

Code	Title	Hours
<b>Prerequisite</b>		
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
<b>Marketing Core</b>		
MARK 460	Marketing Management	3
MARK 461	Research Methods in Marketing	3
MARK 464	Integrated Marketing Communication	3
MARK 465	International Marketing (or Study Abroad)	3
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
<b>Ethics Requirement</b>		
MGMT 441N	Business Ethics	3
	or MGMT 446 International Business Ethics	
<b>Track Requirements</b>		
INFS 492	Database Systems <sup>1</sup>	3
MARK 562	Database Marketing Strategy	3

### Track Electives

Select three of the following:		9
MARK 661	Customer Analytics	
INFS 494	Data Mining <sup>1</sup>	
INFS 590	Global Strategy and Data <sup>1</sup>	
INFS 592	Data Visualization <sup>1</sup>	
INFS 796	Data Warehousing <sup>1</sup>	
ISSCM 495	Forecasting Methods <sup>1</sup>	
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> Upon completion of INFS 492 Database Systems, INFS 494 Data Mining, INFS 796 Data Warehousing and any other two annotated courses, the student will earn a Business Analytics Certificate.

### Sample Plan of Study

Course	Title	Hours
<b>Year 1</b>		
<b>Fall</b>		
INFS 492	Database Systems	3
MARK 460	Marketing Management	3
		<b>Hours</b>
		<b>6</b>
<b>Winter</b>		
MARK 464	Integrated Marketing Communication	3
Select one Elective		3
		<b>Hours</b>
		<b>6</b>
<b>Spring</b>		
MARK 461	Research Methods in Marketing	3
MARK 465	International Marketing	3
		<b>Hours</b>
		<b>6</b>
<b>Summer</b>		
MARK 562	Database Marketing Strategy	3
Select one Elective		3
		<b>Hours</b>
		<b>6</b>
<b>Year 2</b>		
<b>Fall</b>		
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
		<b>Hours</b>
		<b>6</b>
<b>Winter</b>		
MGMT 441N	Business Ethics	3
Select one Elective		3
		<b>Hours</b>
		<b>6</b>
		<b>Total Hours</b>
		<b>36</b>

<sup>1</sup> Upon completion of INFS 492 Database Systems, INFS 494 Data Mining, INFS 796 Data Warehousing and any other two annotated courses, the student will earn a Business Analytics Certificate.

### Integrated Marketing Communications Track

#### Track Curriculum

The IMC track's 12-course curriculum can be completed in 12-16 months.

Code	Title	Hours
<b>Prerequisite</b>		
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
<b>Marketing Core</b>		
MARK 460	Marketing Management	3
MARK 461	Research Methods in Marketing	3
MARK 464	Integrated Marketing Communication	3
MARK 465	International Marketing (or Study Abroad)	3
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
<b>Ethics Requirement</b>		
MGMT 441N	Business Ethics	3
or MGMT 446	International Business Ethics	
<b>Track Electives</b>		
Select five of the following:		15
MARK 463	Sales and Strategic Leadership	
MARK 561	Comparative Consumer Behavior	
MARK 562	Database Marketing Strategy	
MARK 564	Brand Equity and Marketing Strategy	
MARK 566	Integrated Media Planning	
MARK 567	Customer Relationship Management	
MARK 568	Social Media & Content Marketing	
MARK 569	Special Topics	
MARK 661	Customer Analytics	
MARK 662	Marketing Metrics	
MGMT 482	Entrepreneurial Marketing	
<b>Total Hours</b>		<b>36</b>

### Pursuing Internet or Database Marketing

Students interested in careers in Internet or database marketing are encouraged to consider courses in e-commerce, data warehousing, or related areas from the extensive offerings in Loyola's highly respected masters' degree program in information systems analytics.

### Sample Plan of Study

Course	Title	Hours
<b>Year 1</b>		
<b>Fall</b>		
MARK 460	Marketing Management	3
MGMT 441N	Business Ethics	3
or MGMT 446	or International Business Ethics	
<b>Hours</b>		<b>6</b>
<b>Winter</b>		
Select one Elective		3
Select one Elective		3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
MARK 461	Research Methods in Marketing	3
MARK 465	International Marketing	3
<b>Hours</b>		<b>6</b>
<b>Summer</b>		
MARK 464	Integrated Marketing Communication	3
Select one Elective		3
<b>Hours</b>		<b>6</b>

<b>Year 2</b>		
<b>Fall</b>		
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
<b>Hours</b>		<b>6</b>
<b>Winter</b>		
Select one Elective		3
Select one Elective		3
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>36</b>

### Supply Chain Track

An efficient supply chain allows for a marketing strategy to be successfully implemented. The STEM-designated Supply Chain track intertwines marketing and supply chain; giving you the skills to move products from supplier to customer while also managing service operations. You'll learn advanced techniques in inventory management, purchasing management, global logistics, and supply chain analytics.

### Track Curriculum

The Supply Chain track's 12-course curriculum can be completed in 12-16 months.

Code	Title	Hours
<b>Prerequisite</b>		
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
<b>Marketing Core</b>		
MARK 460	Marketing Management	3
MARK 461	Research Methods in Marketing	3
MARK 464	Integrated Marketing Communication	3
MARK 465	International Marketing (or Study Abroad)	3
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
<b>Ethics Requirement</b>		
MGMT 441N	Business Ethics	3
or MGMT 446	International Business Ethics	
<b>Track Requirement</b>		
SCMG 480	Intro to Operations Management	3
<b>Track Electives</b>		
Select four of the following:		12
ISSCM 484N	Project Management	
ISSCM 495	Forecasting Methods	
SCMG 481	Performance Improvement in Business Processes	
SCMG 482	Lean Production Concepts and Practices	
SCMG 483	Management of Service Operations	
SCMG 486	Global Logistics <sup>1</sup>	
SCMG 487	Purchasing Management <sup>1</sup>	
SCMG 488	Inventory Management <sup>1</sup>	
SCMG 489	Supply Chain Analytics	
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> Upon completion of this course and one additional supply chain track elective, the student will earn a Supply Chain Fundamentals Certificate.

**Sample Plan of Study**

Course	Title	Hours
<b>Year 1</b>		
<b>Fall</b>		
MARK 460	Marketing Management	3
SCMG 480	Intro to Operations Management	3
<b>Hours</b>		<b>6</b>
<b>Winter</b>		
MARK 464	Integrated Marketing Communication	3
Select one Elective		3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
MARK 461	Research Methods in Marketing	3
MARK 465	International Marketing	3
<b>Hours</b>		<b>6</b>
<b>Summer</b>		
Select one Elective		3
Select one Elective		3
<b>Hours</b>		<b>6</b>
<b>Year 2</b>		
<b>Fall</b>		
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
<b>Hours</b>		<b>6</b>
<b>Winter</b>		
MGMT 441N	Business Ethics	3
Select one Elective		3
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>36</b>

- Brand leadership
- Digital and social content development
- Leadership and ethics
- Database analytics
- Sustainable business leadership
- Global campaign development

## Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (<https://catalog.luc.edu/graduate-professional-academic-standards-regulations/>) under their school. Any additional University Policies supercede school policies.

## Learning Outcomes

As a Quinlan MSM student, you will:

- Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic field of marketing
- Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change
- Gain the technical business skills that are essential in today's global economy
- Learn to ask the questions that are important to humanity as you harness the power of marketing to promote positive social change

You will also build a strong foundation in:

- Marketing finance
- Strategic planning