

MARKETING (MBA/MSM)

Loyola students may choose to combine an MBA (<https://catalog.luc.edu/graduate-professional/business/next-generation-mba/>) with a Master of Science in Marketing (MSM) (<https://catalog.luc.edu/graduate-professional/business/marketing-msm/>) to provide the breadth and depth of knowledge often required of marketing professionals.

Related Programs

Master's

- Business Analytics (MS) (<https://catalog.luc.edu/graduate-professional/business/business-analytics-ms/>)
- Marketing (MSM) (<https://catalog.luc.edu/graduate-professional/business/marketing-msm/>)

Combined

- Business Analytics (MBA/MS) (<https://catalog.luc.edu/graduate-professional/dual-degree-programs/business-analytics-mba-ms/>)

Curriculum

The dual degree in business and marketing requires fewer courses than if each degree were earned separately. Students completing the dual degree will earn an MBA with a specialization in marketing and an MSM degree.

A maximum gap of one quarter is allowed between the completion of one program and the start of the other program.

Code	Title	Hours
MBA Requirements		
Pre-Requisites ¹		
ISSCM 400N	Quantitative Methods I	0
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
Introductory Courses ¹		
ACCT 400	Financial Accounting for Business Decisions	3
ECON 420	Managerial Economics ²	3
FINC 450	Financial Management ³	3
SCMG 480	Intro to Operations Management	3
Core Coursework		
MARK 425N	Business Communication	1.5
MGMT 426N	Leadership Development	1.5
MARK 470N	Research, Insights and Storytelling	3
ISSCM 596N	Data Driven Decision Making	3
FINC 470N	Business Finance	3
MGMT 430N	Strategy and Leadership	3
HRER 417N	Managing and Motivating in the Workplace	3
MGMT 431N	Business Consulting Course	3
Ethics Course		
ETHC 441N	Business Ethics	3
or MGMT 446	International Business Ethics	
MS Core Coursework		
MARK 460	Marketing Management	3
MARK 461	Research Methods in Marketing	3
MARK 464	Integrated Marketing Communication	3

MARK 465	International Marketing	3
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3
MBA or MSM Electives		18

Students must choose 6 MBA or MSM courses from the following three tracks: Integrated Marketing Communications, Supply Chain Management, Digital Marketing

Total Hours	72
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¹ May be waived.

² Pre-Requisite: ISSCM 400N Quantitative Methods I

³ Co-Requisite: ACCT 400 Financial Accounting for Business Decisions

MBA or MSM Elective Tracks

Integrated Marketing Communications Elective Track

Code	Title	Hours
MARK 463	Sales and Strategic Leadership	3
MARK 469	Independent Study-Marketing Management	3
MARK 561	Comparative Consumer Behavior	3
MARK 562	Database Marketing Strategy	3
MARK 564	Brand Equity and Marketing Strategy	3
MARK 566	Integrated Media Planning	3
MARK 567	Customer Relationship Management	3
MARK 568	Social Media & Content Marketing	3
MARK 569	Special Topics	3
MARK 661	Customer Analytics	3
MARK 662	Marketing Metrics	3
MGMT 482	Entrepreneurial Marketing	3

Digital Marketing Elective Track (STEM designated)

Code	Title	Hours
INFS 492	Database Systems	3
INFS 494	Applied Data Mining and Artificial Intelligence (AI)	3
INFS 590	Global Strategy and Data	3
INFS 592	Data Visualization	3
INFS 796	Data Warehousing	3
ISSCM 495	Forecasting Methods with Artificial Intelligence (AI)	3
MARK 562	Database Marketing Strategy	3
MARK 661	Customer Analytics	3

Supply Chain Management Elective Track

Code	Title	Hours
SCMG 480	Intro to Operations Management	
SCMG 481	Performance Improvement in Business Processes	
SCMG 482	Lean Production Concepts and Practices	
SCMG 483	Management of Service Operations	
SCMG 486	Global Logistics	
SCMG 487	Purchasing Management	
SCMG 488	Inventory Management	
SCMG 489	Supply Chain Analytics	
ISSCM 484N	Project Management	
ISSCM 495	Forecasting Methods with Artificial Intelligence (AI)	

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/academic-standards-regulations/graduate-professional/>) under their school. Any additional University Policies supersede school policies.

Dual Degree Programs

Students in dual degree programs are responsible for abiding by academic policies and graduation requirements of both academic units to which they are enrolled. It is strongly recommended that students schedule regular meetings with academic advisors from both units to ensure timely degree completion. Dual degree programs may have slightly different degree requirements from the standard for one or both of the degrees earned. Students should closely read through all degree requirements and ask for clarification as needed.

Learning Outcomes

- Integrative Business Knowledge: Graduates will be proficient in integrating the techniques, processes, and procedures of the fundamental business disciplines (accounting, economics, finance, marketing, management, human resource management, operations management, and information technology). They will be able to apply theory, skills, and knowledge from these disciplines to business practice. [MBA]
- Critical Decision Making: Graduates will demonstrate their capacity for critical analysis in processing, interpreting, and managing the quantitative and qualitative information necessary for effective managerial decision making. [MBA]
- Ethics and Responsible Leadership: Graduates will understand how to be a leader in business who exhibits personal integrity, ethical awareness, and an ability to apply ethical principles to business practice. [MBA]
- Global Perspective and Awareness of Diversity: Graduates will have a global perspective by recognizing international business issues and appreciating diversity, including culture, race, religion, and gender. [MBA]
- Communication: Graduates will be able to communicate effectively, orally. Graduates will be able to communicate effectively, in writing. [MBA]
- Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic field of marketing [MSM]
- Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change [MSM]
- Gain the technical business skills that are essential in today's global economy [MSM]
- Learn to ask the questions that are important to humanity as you harness the power of marketing to promote positive social change [MSM]
- You will also build a strong foundation in: Marketing finance; Strategic planning; Brand leadership; Digital and social content development; Leadership and ethics; Database analytics; Sustainable business leadership; and Global campaign development [MSM]