

# 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.

## CURRICULUM

The dual degree in business and marketing requires four 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
<b>MBA Pre-Requisites <sup>1</sup></b>		
ISSCM 400N	Quantitative Methods I	0
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
<b>MBA Introductory Courses <sup>1</sup></b>		
ACCT 400	Financial Accounting for Business Decisions	3
ECON 420	Managerial Economics <sup>2</sup>	3
FINC 450	Financial Management <sup>3</sup>	3
SCMG 480	Intro to Operations Management	3
<b>Required MBA Core Coursework</b>		
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 431N	Business Consulting Course	3
MGMT 441N	Business Ethics	3
<b>Ethics Course</b>		
MGMT 441N	Business Ethics	3
or MGMT 446	International Business Ethics	
or INFS 795	Ethics and Data Analytics	
<b>MS Marketing Core Coursework</b>		
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
<b>MBA or MSM Electives</b>		
<b>6</b>		

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

<sup>1</sup> May be waived.

<sup>2</sup> Pre-Requisite: ISSCM 400N Quantitative Methods I

<sup>3</sup> Co-Requisite: ACCT 400 Financial Accounting for Business Decisions

## 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 for the MBA Learning Outcomes

Learning Goals for Master of Business Administration Program (MBA)

- Goal 1: 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.
- Goal 2: 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.
- Goal 3: 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.
- Goal 4: 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.
- Goal 5: Communication: Graduates will be able to communicate effectively, orally. Graduates will be able to communicate effectively, in writing.

## Learning Outcomes for the MSM 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
- Brand leadership
- Digital and social content development

2 Marketing (MBA/MSM)

- Leadership and ethics
- Database analytics
- Sustainable business leadership
- Global campaign development