

# BUSINESS/MARKETING (BBA/MSM)

The five-year BBA/MS degree program provides focused and high-achieving undergraduate study. The program is designed for students intent upon building their resumes, skill sets, and business judgment. You'll have the chance to earn both undergraduate and graduate degrees in a compressed time frame.

## CURRICULUM

All Quinlan School of Business students must complete the University Core Curriculum, Business Core Curriculum, and Undergraduate School of Business program requirements.

Code	Title	Hours
<b>BBA Requirements</b>		
COMM 103	Business & Professional Speaking	3
MATH 110	Business Precalculus <sup>1</sup>	3-4
	or MATH 130 Business Calculus	
ETHC 341	Ethics in Business	3
QUIN 101	Business Learning and Careers	1
QUIN 102	Financial Literacy and Well-Being	0
	Two (2) Writing Intensive Courses <sup>2</sup>	6
	Global Awareness Course <sup>3</sup>	3
	Any business course from the International Business Major Group (p. 1), or:	
ANTH 100	Globalization and Local Cultures	
ANTH 102	Culture, Society, and Diversity	
ENTR 313	Entrepreneurship - Global Opportunity Scan	
GLST 101	Introduction to Global Studies	
PLSC 102	International Relations in an Age of Globalization	
<b>Business Core Curriculum</b>		
ACCT 201	Introductory Accounting I	3
ACCT 202	Introductory Accounting II	3
INFS 343	Business Analytics	3
	or ECON 346 Econometrics	
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
FINC 301	Introductory Business Finance	3
	or FINC 334 Principles of Corporate Finance	
ISSCM 241	Business Statistics	3
	or STAT 103 Fundamentals of Statistics	
INFS 247	Business Information Systems	3
SCMG 332	Operations Management	3
LREB 315	Law and the Regulatory Environment of Business I	3
MGMT 201	Managing People and Organizations	3
MGMT 304	Strategic Management	3
MARK 201	Principles of Marketing	3
<b>MSM Requirements</b>		
<i>Prerequisite</i>		
ISSCM 402N	Quantitative Methods II - Statistics Primer	0
<i>Marketing Core</i>		
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
<i>Ethics Requirement</i>		
ETHC 441N	Business Ethics	3
	or MGMT 446 International Business Ethics	
Track Requirements (p. )		15
<b>Total Hours</b>		<b>94</b>

<sup>1</sup> Students majoring in Economics or Finance should take MATH 130 Business Calculus (or MATH 131 Applied Calculus I or MATH 161 Calculus I). All other students take MATH 110 Business Precalculus (or MATH 131 Applied Calculus I).

<sup>2</sup> One of which must be a Quinlan course or ENGL 210 Business Writing

<sup>3</sup> A study abroad experience will also satisfy this requirement.

## International Business Major Group

Code	Title	Hours
ACCT 306	Advanced Financial Accounting	3
ECON 323	International Economics	3
ECON 324	International Monetary Relations	3
ECON 325	Economics of Growth & Development	3
FINC 355	International Finance Management	3
HRER 329	Global HR and Organizational Behavior	3
IBUS 201	Introduction to International Business	3
IBUS 201H	Business Management: A Global and Social Perspective	3
IBUS 315	International Management	3
INFS 336	Global Perspectives on Digital Business	3
MARK 363	International Marketing	3
SCMG 338	Global Supply Chain Management I	3
SPRT 345	Globalization of Sport Industry	3

## Track Requirements

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**

Code	Title	Hours
<b>Track Requirements</b>		
INFS 492	Database Systems <sup>1</sup>	3
MARK 562	Database Marketing Strategy	3
<b>Track Electives</b>		
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>15</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**

Code	Title	Hours
<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>15</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.

**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**

Code	Title	Hours
<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>15</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.

**Additional Undergraduate Graduation Requirements**

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SPCS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (<https://catalog.luc.edu/undergraduate/university-requirements/>) area.

**Guidelines for Accelerated Bachelor's/ Master's Programs****Terms**

- **Accelerated Bachelor's/Master's programs:** In this type of program, students share limited credits between their undergraduate and graduate degrees to facilitate completion of both degrees.
- **Shared credits:** Graduate level credit hours taken during the undergraduate program and then applied towards graduate program requirements will be referred to as shared credits.

**Admission Requirements**

Accelerated Bachelor's/Master's programs are designed to enhance opportunities for advanced training for Loyola's undergraduates. Admission to these programs must be competitive and will depend upon a positive review of credentials by the program's admissions committee. Accordingly, the admission requirements for these programs may be higher than those required if the master's degree were pursued entirely after the receipt of a bachelor's degree. That is, programs may choose to have more stringent admissions requirements in addition to those minimal requirements below.

**Requirements:**

- Declared appropriate undergraduate major,
- By the time students begin taking graduate courses as an undergraduate, the student has completed approximately 90 credit hours, or the credit hours required in a program that is accredited by a specialty organization,<sup>1</sup>
- A minimum cumulative GPA for coursework at Loyola that is at or above the program-specific requirements, a minimum major GPA that is at or above the program-specific requirements, and/or appropriate designated coursework for evaluation of student readiness in their discipline.<sup>2</sup>

Students not eligible for the Accelerated Bachelor's/Master's program (e.g., students who have not declared the appropriate undergraduate major) may apply to the master's program through the regular admissions process. Students enrolled in an Accelerated Bachelor's/Master's program who choose not to continue to the master's degree program upon completion of the bachelor's degree will face no consequences.<sup>3</sup>

Ideally, a student will apply for admission (or confirm interest in proceeding towards the graduate degree in opt-out programs) as they approach 90 credit hours. Programs are encouraged to begin advising students early in their major so that they are aware of the program and, if interested, can complete their bachelor's degree requirements in a way that facilitates completion of the program. Once admitted as an undergraduate, Program Directors should ensure that students are enrolled using the plan code associated with the Accelerated Bachelor's/Master's program. Using the plan code associated with the Accelerated Bachelor's/Master's program will ensure that students may be easily identified as they move through the program. Students will not officially matriculate into the master's degree program and be labeled as a graduate student by the university, with accompanying changes to tuition and Financial Aid (see below), until the undergraduate degree has been awarded. Once admitted to the graduate program, students must meet the academic standing requirements of their graduate program as they complete the program curriculum.

- <sup>1</sup> Programs that have specialized accreditation will adhere to the admissions criteria provided by, or approved by, their specialized accreditors.
- <sup>2</sup> The program will identify appropriate indicators of student readiness for graduate coursework (e.g., high-level performance in 300 level courses). Recognizing differences between how majors are designed, we do not specify a blanket requirement.
- <sup>3</sup> If students choose not to enroll in the Accelerated Bachelor's/Master's program, they still must complete all of the standard requirements associated with the undergraduate degree (e.g., a capstone).

For more information on Admissions requirements, visit here (<https://gpem.luc.edu/portal/admission/?tab=home>).

## Curriculum

*Level and progression of courses.* The Accelerated Bachelor's/Master's programs are designed to be competitive and attractive to our most capable students. Students admitted to Accelerated Bachelor's/Master's programs should be capable of meeting graduate level learning outcomes. Following guidance from the Higher Learning Commission, only courses taken at the 400 level or higher (including 300/400 level courses taken at the 400 level) will count toward the graduate program.<sup>1,2</sup>

Up to 50% of the total graduate level credit hours, required in the graduate program, may come from 300/400 level courses where the student is enrolled in the 400 level of the course. Further, at least 50% of the credit hours for the graduate program must come from courses that are designed for and restricted to graduate students who have been admitted to a graduate program at Loyola (e.g., enrolled in plan code that indicates the Accelerated Bachelor's/Master's program, typically ending with the letter "D").<sup>3</sup>

In general, graduate level coursework should not be taken prior to admission into the Accelerated Bachelor's/Master's program. Exceptions may be granted for professional programs where curriculum for the Accelerated Bachelor's/Master's program is designed to begin earlier. On the recommendation of the program's Graduate Director, students may take one of their graduate level courses before they are admitted to the

Accelerated Bachelors/Master's program if they have advanced abilities in their discipline and course offerings warrant such an exception.<sup>4</sup> Undergraduate degree requirements outside of the major are in no way impacted by admission to an Accelerated Bachelor's/Master's program.<sup>5</sup>

*Shared credits.* Undergraduate courses (i.e., courses offered at the 300 level or below) cannot be counted as shared credits nor count towards the master's degree. Up to 50% of the total graduate level credit hours, required in the graduate program, may be counted in meeting both the undergraduate and graduate degree requirements. Of those shared credits, students in an Accelerated Bachelor's/Master's program should begin their graduate program with the standard introductory course(s) for the program whenever possible. So that students may progress through the Accelerated Bachelor's/Master's program in a timely manner, undergraduate programs are encouraged to design their curriculum such that a student can complete some required graduate credit hours while completing the undergraduate degree. For instance, some of the graduate curriculum should also satisfy electives for the undergraduate major.

The program's Graduate Director will designate credit hours to be shared through the advising form and master's degree conferral review process. Shared credit hours will not be marked on the undergraduate record as having a special status in the undergraduate program. They will be included in the student's undergraduate earned hours and GPA. Graduate credit hours taken during the undergraduate program will not be included in the graduate GPA calculation.

- <sup>1</sup> If students wish to transfer credits from another university to Loyola University Chicago, the program's Graduate director will review the relevant syllabus(es) to determine whether it meets the criteria for a 400 level course or higher.
- <sup>2</sup> Programs with specialized accreditation requirements that allow programs to offer graduate curriculum to undergraduate students will conform to those specialized accreditation requirements.
- <sup>3</sup> In rare cases, the Graduate Director may authorize enrollment in a 400-level course for a highly qualified and highly motivated undergraduate, ensuring that the undergraduate's exceptional participation in the graduate class will not diminish in any way the experience of the graduate students regularly enrolled.
- <sup>4</sup> For example, if a particular course is only offered once every 2-3 years, and a student has demonstrated the necessary ability to be successful, the Graduate Director may allow a student to take a graduate level course to be shared prior to the student being formally admitted to the graduate program. See, also, footnote 3.
- <sup>5</sup> Students should not, for example, attempt to negotiate themselves out of a writing intensive requirement on the basis of admission to a graduate program.

## Graduation

Degrees are awarded sequentially. All details of undergraduate commencement are handled in the ordinary way as for all students in the School/College/Institute. Once in the graduate program, students abide by the graduation deadlines set forth by the graduate program. Students in these programs must be continuously enrolled from undergraduate to graduate degree program unless given explicit permission by their program for a gap year or approved leave of absence.

## LEARNING OUTCOMES

### Learning Outcomes for the MSM

As a Quinlan MSM student, you will:

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1. Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic field of marketing
2. Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change
3. Gain the technical business skills that are essential in today's global economy
4. 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:

1. Marketing finance
2. Strategic planning
3. Brand leadership
4. Digital and social content development
5. Leadership and ethics
6. Database analytics
7. Sustainable business leadership
8. Global campaign development