

MARKETING (BBA)

Marketing involves creating, communicating, delivering, and exchanging value, and can take various forms. From an Instagram influencer's posts to a vendor in an open market—marketing shapes our everyday lives.

The BBA in Marketing degree program at the Quinlan School of Business concentrates on developing difference-makers who value diversity, equity, inclusion, sustainability, and ethics in the aim to use marketing as a force for good in society.

Curriculum

All Quinlan School of Business students must complete the University Core Curriculum, Business Core Curriculum, and Undergraduate School of Business program requirements. Students pursuing the BBA degree in Marketing must also complete 15 required hours from the Major Requirements listed below.

Code	Title	Hours
Undergraduate Business Program Requirements		
COMM 103	Business & Professional Speaking	3
Select one of the following: ¹		3-4
MATH 131	Applied Calculus I	
MATH 161	Calculus I	
MGMT 341	Ethics in Business	3
BSAD 220	Career Preparation	2
<i>Writing Intensive</i>		
Select two Writing Intensive courses ²		6
<i>Global Awareness</i>		
Select one of the following: ³		3
ANTH 100	Globalization and Local Cultures	
ANTH 102	Culture, Society, and Diversity	
GLST 101	Introduction to Global Studies	
PLSC 102	International Relations in an Age of Globalization	
Any business course from the International Business major group		
Business Core Curriculum		
ACCT 201	Introductory Accounting I	3
ACCT 202	Introductory Accounting II	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
Select one of the following:		3
FINC 301	Introductory Business Finance	
FINC 334	Principles of Corporate Finance (required for Finance majors and minors)	
INFS 247	Business Information Systems	3
INFS 343	Business Analytics	3
ISSCM 241	Business Statistics	3
LREB 315	Law and the Regulatory Environment of Business I	3
MARK 201	Principles of Marketing	3
MGMT 201	Managing People and Organizations	3
MGMT 304	Strategic Management	3
SCMG 232	Introduction to Supply Chain Management	3

Major Requirements

In addition to Core Curriculum and Business Core Curriculum requirements, students pursuing the BBA degree in marketing must complete 15 credit hours in the following courses:

MARK 310	Consumer Behavior	3
MARK 311	Marketing Research	3
MARK 390	Marketing Strategies	3
Select two of the following:		6
MARK 312	Gender and Marketing	
MARK 320	Marketing for Environmental Sustainability	
MARK 323	Personal Selling	
MARK 334	Services Marketing	
MARK 360	Retailing Management	
MARK 363	International Marketing	
MARK 367	Multicultural Marketing	
MARK 370	Political Marketing	
MARK 373	Integrated Marketing Communications	
MARK 380	Digital Marketing	
MARK 395	Independent Study	
MARK 399	Special Topics in Marketing ⁴	
SPRT 365	Fundamentals Sport Marketing	
Total Hours		74-75

¹ Students majoring in Finance are strongly encouraged to take MATH 161 Calculus I instead of MATH 131 Applied Calculus I.

² One must be a Quinlan course or ENGL 210 Business Writing.

³ A study abroad experience will also satisfy this requirement.

⁴ Only one MARK 399 Special Topics in Marketing class is allowed to count for this major.

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
Year 1		
Fall		
ECON 201	Principles of Microeconomics	3
INFS 247	Business Information Systems	3
MATH 131	Applied Calculus I	3
		Hours
		9
Spring		
ACCT 201	Introductory Accounting I	3
ECON 202	Principles of Macroeconomics	3
		Hours
		6
Year 2		
Fall		
ACCT 202	Introductory Accounting II	3
BSAD 220	Career Preparation	2
ISSCM 241	Business Statistics	3
MARK 201	Principles of Marketing	3
		Hours
		11

Spring		
MGMT 201	Managing People and Organizations	3
SCMG 232	Introduction to Supply Chain Management	3
Business Writing Intensive Course		3
Hours		9
Year 3		
Fall		
COMM 103	Business & Professional Speaking	3
FINC 301	Introductory Business Finance	3
MARK 310	Consumer Behavior	3
Hours		9
Spring		
INFS 343	Business Analytics	3
MARK 311	Marketing Research	3
MGMT 341	Ethics in Business	3
MARK Elective		3
Hours		12
Year 4		
Fall		
LREB 315	Law and the Regulatory Environment of Business I	3
MARK 390	Marketing Strategies	3
Writing Intensive Course		3
Hours		9
Spring		
MGMT 304	Strategic Management	3
Global Awareness		3
MARK Elective		3
Hours		9
Total Hours		74

Specialized Requirements

Transfer Students

At the discretion of the Quinlan School of Business, a maximum of one transfer course (<https://www.luc.edu/quinlan/academics/studentresources/undergraduate/transfercredit/>) taken prior to matriculating at Loyola University Chicago may be allowed to satisfy major requirements.

Study Abroad

Students planning to study abroad are encouraged to meet with their academic advisor early in the planning stage. A student will be permitted to take up to two approved courses in any Quinlan major or minor (and including BA Economics majors). All courses must be approved by the Quinlan Undergraduate Dean.

Important Details

A 2.0 average GPA is required for all attempted business courses. (BA in Economics students must also earn a 2.0 average GPA for all attempted Economics courses).

Quinlan students are limited to double dipping once (that is, counting one course twice) between any major or minor combination, regardless of what program the major or minor is taken in. Non-Quinlan students are limited to double dipping twice (that is, counting two courses twice) between business school minors and/or their respective majors.

Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SCPS 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.

Learning Outcomes

- Principles of marketing
- Why and how consumers behave
- How to incorporate social justice and a stakeholder approach in all decisions
- Interdependent, empathic, and global solutions
- How to understand, formulate, integrate, and execute all elements of a marketing plan
- Role and application of digital tools and analytics within a marketing plan
- Appropriate research techniques to investigate consumer, market, social, and environmental trends
- Role and application of strategic marketing
- Field-specific knowledge and skills in sales, branding, market research, and integrated marketing communications