

Marketing

at Benedictine University

Why study marketing at Benedictine?

When you choose to become a Marketing major at Benedictine, you will receive a strong foundation in the business system and in-depth coverage of decision-making on product, price, promotion and marketing channels. The Marketing major focuses on the development of the organization's marketing strategy. You will also be prepared to continue graduate studies in marketing or management.

Benedictine University offers you:

- Opportunities to gain practical experience while earning a salary and collecting college credits through internships
- A superb location in Chicago's western suburbs where you will be near the high-tech industries, many with national headquarters nearby
- Potential membership in the Business Club, which organizes field trips, guest speakers and social events around your business interests
- An opportunity to study topics in related programs such as opinion research, computer science, advertising and organizational behavior that will help you develop additional marketable skills
- Close contact with our professional faculty, possible because of our low student-to-faculty ratio
- Broad-based education that will help you get your first professional job and become an asset in earning future promotions

What careers are available with a Marketing degree?

Our program has been designed to provide you with the necessary theoretical background for careers in the following fields:

- Product/brand management
- Physical distribution
- Marketing planning
- Integrated Marketing communications
- Marketing management
- Retailing
- Marketing research
- Personal selling
- Advertising
- Sales promotion

How does the program work?

As a Marketing major, you will acquire the broad base of knowledge represented by the University's core courses taken by all students that will prove valuable in your future career development and daily life as a citizen of your community. You will learn the fundamentals of the economic system as it functions both at the national level and within the corporation. You will develop your knowledge in computer science, college algebra and finite mathematics or pre-calculus, along with knowledge in ethics and each of the related social sciences: sociology, political science and psychology.

To complete your major, you will take six additional upper-level marketing courses covering the elements of the marketing mix: product, price, promotion and place. The capstone course, "Marketing Strategy," will permit you to integrate and apply your marketing expertise.

Recommended Program

Bachelor of Business Administration in Marketing

FRESHMAN

Writing Colloquium	3
Mathematics (MATH S105 or S110)	3
Fine Arts/Music core elective	3
Accounting I	3
Physical/Life Science core elective	3
	15

Speech Communication	3
Research Writing	3
Principles of Microeconomics	3
Accounting II	3
Business Calculus	3
	15

JUNIOR

Marketing elective	3
Physical/Life Science core elective	3
Literature/Foreign Language core elective	3
Cultural Heritage (HUMN 240)	3
Elective	3
	15

Consumer Behavior	3
Anthropology/Political Science core elective	3
Cultural Heritage (HUMN 250)	3
Electives	6
	15

SOPHOMORE

Management	3
Business Statistics I	3
CMSC 180 and 183	3
Principles of Macroeconomics	3
Cultural Heritage (HUMN 220)	3
	15

Managerial Finance	3
Marketing	3
Business Statistics II	3
Ethics*	3
Cultural Heritage (HUMN 230)	3
	15

SENIOR

Marketing Research	3
Promotional Strategy	3
Religious Studies or Philosophy core elective*	3
Electives	6
	15

Marketing Strategy	3
Marketing elective	3
Business/Economics (or elective)	3
Psychology/Sociology core elective	3
Elective	3
	15

*The ethics requirement can be satisfied by MGT/THEO 252 or a core approved Philosophy Ethics course.

Internship M.B.A. and M.S.A. 4+1 Programs

Earn a graduate degree in approximately one year after earning your undergraduate degree with the Internship Master of Business Administration (M.B.A.) or Master of Science in Accountancy (M.S.A.) programs. These programs were developed specifically for students who wish to earn an M.B.A. or M.S.A. degree immediately following an undergraduate degree. The Internship M.B.A. program provides a faculty advisor who guides students in locating internships. Acceptance into either program is determined individually for each student based on transcribed grades. Course waivers or substitutions are not guaranteed. Typically, two years of work experience is required for the Internship M.B.A. with consideration of part-time employment given.

Concentrations

What are concentrations? Concentrations are specific groupings of courses designed to develop a career focus within an undergraduate major. These bundles of courses allow students to focus their studies and actively prepare for a career in a specialized field. Certain courses in the concentration may fulfill major specialization requirements in several majors.

Managing Human Resources

Twelve semester hours consisting of three required courses: MGT 330 Human Resource Management, MGT 334 Training and Development, and MGT 335 Compensation and Benefits; and one of the following courses: MGT 235 Business Law I, MGT/PSYC 320 Organizational Behavior or MGT/INTB 302 International Management.

Integrated Marketing Communications (IMC)

Thirteen semester hours consisting of: MKTG 330 Promotional Strategy, MKTG 331 Internet Marketing Communications, MKTG 332 Web 2.0 Tools in Business, MKTG 333 Personal Selling and Sales Management, and COMM 208 Layout and Design. MKTG 297 Internship is strongly recommended as elective coursework to supplement the concentration.

Personal Financial Planning

Twelve semester hours consisting of three required courses: FINA C220 Personal Financial Planning, ACCT 312 Federal Taxation and FINA 320 Investments; and either MGT 235 Business Law I or ACCT 120 VITA Volunteer Income Tax Accounting plus FINA 120 Financial Literacy. FINA 297 Internship is strongly recommended as elective coursework to supplement the concentration.

Sports Management

Twelve semester hours consisting of two required courses: MGT 305 Sports Culture in America and MKTG 305 Sports Marketing; and two of the following courses: MGT 235 Business Law, MGT 297 Internship and MGT 301 Entrepreneurship.

Sports Marketing

Twelve semester hours consisting of two required courses: MKTG 305 Sports Marketing and MGT 305 Sports Culture in America; and two of the following courses: MKTG 297 Internship, MKTG 330 Promotional Strategy and INTB 371 International Negotiations.