

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 getting 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
- Marketing communications
- Marketing research
- Physical distribution
- Marketing management
- Personal selling
- Marketing planning
- Retailing
- Advertising

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 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.

Recommended Program

Bachelor of Business Administration in Marketing (Sports Management and Sports Marketing Concentrations)

What are the Sports Management and Sports Marketing Concentrations?

Sports are ingrained in American culture. For many, they are more significant and better understood than international events. The sports section is a key part of most major newspapers and sports are a significant component of every local news broadcast. Americans spend billions of dollars on everything from tickets to sports-endorsed merchandise. Advertisers spend billions of dollars to get their products in front of sports fans. Job opportunities are increasing as new sports gain popularity and television networks include more sports programming.

The Sports Management and Sports Marketing concentrations will examine this phenomenon and the impact that it has on the fiber of American society. A series of courses introduce students to various aspects of the rapidly expanding sports and leisure-related industry. Specific topics include facilities and player management, economics, culture, marketing, finance, budgeting and commerce. Every student will have the opportunity to complete an internship at either the Village of Lisle-Benedictine University Sports Complex or at a sports and/or leisure-related location in the Chicago area.

These concentrations are intended for business majors who are interested in understanding the dynamics of sports and leisure-related management or marketing. These concentrations could lead to careers in facilities management, team management and marketing management. The program prepares students for the demands involved in the operation of sports programs at various levels.

Some of the courses required for these concentrations can also fulfill major elective requirements.

The Sports Management Concentration consists of the following courses (in addition to the major requirements of your selected major in the Undergraduate Business Department):

MGT 305 Sports Culture in America
MKTG 305 Sports Marketing

Any two of the following three courses:

MGT 297 Internship
MGT 235 Business Law
MGT 301 Entrepreneurship

The Sports Marketing Concentration consists of the following courses (in addition to the major requirements of your selected major in the Undergraduate Business Department):

MGT 305 Sports Culture in America
MKTG 305 Sports Marketing

Any two of the following three courses:

MKTG 297 Internship
MKTG 330 Promotional Strategy
INTB 385 International Negotiations