



Marketing

at Benedictine University

Why study Marketing at Benedictine?

When you 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 an 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 high-tech industries, many with national headquarters nearby.
- Potential membership in the American Marketing Association, which organizes activities, guest speakers and social events around your marketing interests.
- An opportunity to study topics in related programs such as data and text mining, digital marketing, opinion research, advertising and organizational behavior that will help develop additional marketable skills.
- Close contact with our professional faculty made possible by 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 degree in Marketing?

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

- Digital marketing (ex: social media marketing, search marketing)
- Product/brand management
- Integrated marketing communications
- Physical distribution
- Marketing management
- Personal selling
- Marketing planning
- Retailing
- 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 300-level marketing courses covering the elements of the marketing mix: product, price, promotion and place. The marketing capstone course, "Marketing Strategy," will permit you to integrate and apply your marketing expertise. Students can also seek a concentration in the high-demand area of Digital Marketing by completing the following courses: Social Media Marketing, Search Engine Marketing, Content Development and Search Engine Optimization, and Introduction to Web Analytics.

Internship M.B.A. and Master of Science (M.S.) in Accountancy 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 M.S. in Accountancy programs. These programs were developed specifically for students who wish to earn an M.B.A. or M.S. in Accountancy 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 transcript 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.

Program Map

Marketing

The program map outlines Marketing requirements for graduation. It does not specify all general education requirements for graduation.

- Suggested time frame to enroll in major requirements and finish within four years.
- Recommended term to enroll in course.

Department Core ("C" or better required)	Course/Modes of Inquiry	Prerequisites	Year 1		Year 2		Year 3		Year 4	
			Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Accounting I	ACCT 111	MATH 105 or MATH 110	●							
Accounting II	ACCT 112	ACCT 111		●						
Macroeconomics	ECON 101	MATH 105, 108 or 110		●						
Microeconomics	ECON 102	MATH 105, 108 or 110								
Business Statistics I	MGT 150	MATH 105 or MATH 110								
Business Statistics II	MGT 251	MGT 150								
Managerial Finance	FINA 300	ACCT 112 and MATH 105 or MATH 110								
Management	MGT 300	Sophomore Standing								
Marketing	MKTG 300	Sophomore Standing								
Strategic Management	MGT 380	Senior Standing FINA 300, MGT 300 and MKTG 300								
Cognates (9 semester credit hours)										
Excel for Mere Mortals	BALT 240		●							
Business Calculus	MATH 115	MATH 105 or MATH 110		●						
Ethics	MGT 252 or approved Philosophical (QPL) course									
Specialization Courses ("C" or better required: 12 semester credit hours)										
Consumer Behavior	MKTG 310	MKTG 300								
Promotional Strategy	MKTG 330	MKTG 300								
Marketing Research	MKTG 360	MKTG 300, MGT 150								
Marketing Strategy	MKTG 380	MKTG 300								
Specialization Electives ("C" or better required: 9 semester credit hours)										
Layout and Design for Publication	COMM 208									
Advertising Copywriting	COMM 263	WRIT 101								
Graphic Design I	GAD 260									
Entrepreneurship	MGT 301	MGT 300, ACCT 111								
Introduction to Sports Culture in America	MGT 305	MGT 300								
Sports Marketing	MKTG 305	MKGT 300								
Data and Text Mining	MKTG 320	MGT 251 or BALT 201								
Personal Selling and Sales Management	MKTG 333	MKTG 300								
E-Commerce	MKTG 334	MKTG 300								
Introduction to Web Analytics	MKTG 345									
Social Media Marketing	MKTG 347									
Content Development and Search Engine Optimization	MKTG 348									
Search Engine Marketing	MKTG 349									
International Marketing	MKTG 350	INTB 300 or MKTG 300								

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.

Business Analytics

Twelve semester credit hours consisting of: BALT 320 Data and Text Mining, BALT 340 Web Intelligence and Analytics, BALT 310 Visualization Techniques and Dashboarding, and BALT 330 Database Structures and Queries.

Digital Marketing

Twelve semester credit hours consisting of: MKTG 347 Social Media Marketing, MKTG 345 Web Analytics, MKTG 348 Content Development and Search Engine Optimization, and MKTG 349 Search Engine Marketing.

Integrated Marketing Communications (IMC)

Thirteen semester credit hours consisting of: MKTG 330 Promotional Strategy, MKTG 333 Personal Selling and Sales Management, MKTG 334 E-Commerce and GAD 260 Graphic Design I or COMM 263 Advertising Copywriting.

Managing Human Resources

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

Operations Management

Twelve semester credit hours consisting of: MGT 333 Operations Management, BALT 350 Business Process Management and MGT 235 Business Law I. BALT 325 Lean Six Sigma for Operational Excellence or INTB 340 Global Logistics.

Sports Management

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

Sports Marketing

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

Visualization Techniques

Twelve semester credit hours consisting of BALT 315 Advanced Data Visualization Techniques, BALT 318 Infographics for Business, BALT 370 Introduction to GIS for Business Analysis and GAD 260 Graphic Design I.