

MARKETING MAJOR

The marketing major endows students with a solid foundation in the basic principles of marketing which can be applied to various industries, product and service categories, and non-profits.

With courses in consumer behavior and market research, students gain insight into understanding and satisfying customer wants and needs. Marketing communications courses teach students how to successfully engage the target audience using traditional and digital media. Upper level marketing courses challenge majors to address real-world scenarios. Along the way, students get ample practice designing actual marketing plans, promotional campaigns and research projects that make them desirable candidates for internships and full-time employment.

Learning Goals and Outcomes

Goal 1: Knowledge of Functional Business in Marketing

Outcome 1.1: Students will be able to develop and evaluate marketing plans intended to satisfy the objectives for-profit and not-for profit organizations.

Goal 2: Communication Skills

Outcome 2.1: Students will demonstrate clear and persuasive written and oral communication skills.

Goal 3: Problem Solving and Critical Thinking Skills

Outcome 3.1: Students will engage in critical analysis and discussions of real marketing strategies.

Goal 4: Knowledge of the Jesuit tradition of social justice and lifelong learning

Outcome 4.1: Students will understand the role of Ignatian values in marketing.

Requirements

Cornerstone Core Curriculum Requirements

Consist of 14 core and 2 overlay requirements. See below for additional detailed information on each of these requirements.

Code	Title	Hours
First Year Course Requirements		
ENG 101	Craft of Language	3
World History Course Area		3
Philosophy Requirements		
Either Level One or Level Two (but not both) -- must be Ethics designated. If approved, philosophy courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as Philosophy Level Two and as a Mission Overlay course.		
Philosophy Level One		3
Philosophy Level Two		3
Theology & Religious Studies Requirements		

If approved, Theology & Religious Studies courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as CCC Theology and as a Mission Overlay course.

Theology	3
Religious Studies	3

Diversity & INT 151 Requirements

A student's Diversity course may not count for any other CCC course area requirement or as their Mission Overlay course. If approved, Diversity courses may count for a student's Writing Intensive Overlay requirement. INT 151 may not count for any other CCC requirements. This course must be taken in the first two years

Diversity	3	
INT 151	Inequality in American Society	1

Math & Natural Science Requirements

If approved, Math & Natural Science Requirements may count toward overlay requirements.

Mathematics	3-4
Natural Science	4

Social Science Requirement

If approved, such Social Science Requirement may count toward a student's overlay requirements.

Non-Native Language Requirement

A single Non-Native Language course may not count as an overlay course but a second language course fulfills a student's Mission Overlay requirement.

Literature Requirement

If approved, Literature courses may count toward a student's overlay requirements.

Fine and Performing Arts, Creativity, and Design Requirement

If approved, Fine and Performing Arts, Creativity, and Design courses may count toward a student's overlay requirements.

Overlay Requirements

Writing-Intensive	3
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If approved, Writing-Intensive courses may double count as major courses, minor courses, electives, or as any CCC course area requirement except for the first-year courses (World History and Rhetoric and Composition).

Mission-Overlay	3
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Mission Overlay courses may double count as major courses, minor courses, elective courses, or any of the following CCC course areas: Fine and Performing Arts, Creativity, and Design, Literature, Mathematics, Natural Science, or Social Science.

Total Hours	47-49
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Recommended CCC Courses

Code	Title	Hours
Diversity		
MGT 221	Diversity in the Workplace	

Business Foundation

Code	Title	Hours
ACC 101	Concepts of Financial Acct	3
ACC 102	Managerial Accounting	3

DSS 100	Excel Competency	1
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
ECN 102	Introductory Economics Macro	3
FIN 200	Intro to Finance ¹	3
or FIN 225	Fund of Quantitative Finance	
MGT 110	Essent'ls of Organzational Beh	3
or MGT 120	Essentials of Management	
MGT 360	Legal Environment of Business	3
MKT 201	Principles of Marketing	3
BUS 495	Business Strategy	3
Total Hours		34

¹ ECN 101 is a prerequisite for FIN 200 and may count towards the Cornerstone Core Curriculum Social Science requirement.

Major Requirements:

Code	Title	Hours
Required of all Marketing majors to be taken in the following sequence:		
MKT 302	Consumer & Buyer Behavior	3
MKT 202	Marketing Research ¹	3
MKT 301	Integrated Mktg Communications	3
MKT 401	Marketing Strategy	3
MAT 120	Precalculus (and above, except MAT 118, MAT 128 or MAT 148. Will count for CCC: Mathematics)	3
Select two MKT electives from 300-400 level courses ²		6
Total Hours		21

¹ Students are strongly advised to take DSS 210 and DSS 220 prior to taking MKT 202.

² It is strongly suggested that one of these courses is MKT 490.

Specialized Marketing Focus

Students who wish to enhance their Marketing training in a specific area may use their upper-level MKT electives to take additional courses in these disciplines.

Code	Title	Hours
Advertising and Promotions Courses		
MKT 304	Principles of Selling	3
MKT 312	Selling and Sales Management	3
MKT 314	Social Media Marketing	3
MKT 316	Digital Marketing	3
MKT 317	Fashion Marketing	3
MKT 321	Advertising	3
MKT 324	Public Relations and Publicity	3
MKT 325	Fundamentals of Graphic Design	3
MKT 327	Global Mktg Communications	3
MKT 490	Internship in Marketing I	3
Entertainment Marketing Courses		
MKT 308	Marketing Analytics	3

MKT 341	Music Marketing	3
MKT 342	Music and Entertainment Law	3
MKT 343	Entertainment Marketing	3
MKT 344	Business of Music and Entertai	3
MKT 350	Event Marketing	3
Sports Marketing Courses		
MKT 351	Business of Sports	3
MKT 352	Sports Law	3
MKT 353	Sports Marketing	3
MKT 355	Sports, Selling, & Sales	3
MKT 363	Sports Analytics	3
MKT 365	eSports	3
MKT 370	Spec Topics:Sports Marketing	3
MKT 497	Sports Marketing Internship	3

Free Electives

Six courses. Graduation requires 120 credits. Any credits necessary to reach that number outside of the CCC and major requirements are considered free electives.

Typical Course Sequence

Course	Title	Hours
First Year		
Fall		
DSS 100	Excel Competency	1
ACC 101	Concepts of Financial Acct	3
MGT 110	Essent'ls of Organzational Beh (or Theology)	3
or MGT 120	or Essentials of Management	
ECN 101	Introductory Economics Micro	3
or ECN 101	or Introductory Economics Micro	
Non-Native Language or Mathematics		3-4
ENG 101	Craft of Language (or World History)	3
Hours		16-17
Spring		
ACC 102	Managerial Accounting	3
ENG 101	Craft of Language (or World History)	3
MGT 110	Essent'ls of Organzational Beh (or Theology)	3
or MGT 120	or Essentials of Management	
Mathematics or Non-Native Language		3-4
ECN 102	Introductory Economics Macro	3
or ECN 101	or Introductory Economics Micro	
INT 151	Inequality in American Society	1
Hours		16-17
Sophomore		
Fall		
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
MKT 201	Principles of Marketing	3
Philosophy Level One		3
Free Elective		3
Hours		15
Spring		
MKT 302	Consumer & Buyer Behavior	3
DSS 220	Business Analytics	3
FIN 200	Intro to Finance	3
Philosophy Level Two		3
Diversity		3
Hours		15

Junior		
Fall		
MKT 202	Marketing Research	3
MGT 360	Legal Environment of Business	3
Religious Studies		3
Free Elective or Overlay		3
Free Elective		3
Hours		15
Spring		
MKT 301	Integrated Mktg Communications	3
Literature		3
Natural Science		4
Free Electives		6
Hours		16
Senior		
Fall		
MKT 401	Marketing Strategy	3
Fine & Performing Arts, Design & Creativity		3
Major Elective		3
Free Electives		6
Hours		15
Spring		
BUS 495	Business Strategy	3
Major Elective		3
Free Electives		6-9
Hours		12-15
Total Hours		120-125