

# MARKETING, BS

for the degree of Bachelor of Science in Marketing

The Marketing student studies business activities directly related to the process of developing, deciding, and placing meaningful assortments of goods and services in the hands of the consumer. The Marketing major is concerned with the efficient and effective performance of marketing activities and coordinating with the other operations of the firm. In addition to the Marketing Major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the Gies College of Business's Core Courses requirements (for more detail, refer to the Gies College of Business Undergraduate Section (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)).

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## Core Curriculum

Normally, students must register for no fewer than 12 hours or more than 18 hours in each semester. Students should take mathematics, economics, and accountancy courses in the semesters indicated in the sample schedule of courses. The computer science course must be taken during the first year.

Up to 4 hours of Kinesiology activity courses, numbered 100-110 may be counted toward the 124 hours for the degree. The same section of a course may not be repeated for credit. Credit is limited to a maximum of 12 credit hours for 199 courses. Students may receive foreign language credit for courses only 2 levels below highest level taken in high school. For example: 4 years of high school French-no credit below FR 102.

Credit toward the 124 degree hours is not given for MATH 101. Once the math requirement is completed, lower level math courses cannot be taken for credit.

Any course used to fill a specific degree requirement may not be taken on the credit-no credit grade option. Only free electives may be taken on the credit-no credit option. All finance and accountancy courses must be taken for a grade. It is recommended that all courses taken in the business administration area be taken for a grade.

### Graduation Requirements

Minimum hours required for graduation: 124 hours.

### University Requirements

Minimum of 40 hours of upper-division coursework, generally at the 300- or 400-level. These hours can be drawn from all elements of the degree.

Students should consult their academic advisor for additional guidance in fulfilling this requirement.

The university and residency requirements can be found in the Student Code (<https://studentcode.illinois.edu/article3/part8/3-801/>) (§ 3-801) and in the Academic Catalog (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

### General Education Requirements

Follows the campus General Education (Gen Ed) requirements (<https://courses.illinois.edu/gened/DEFAULT/DEFAULT/>). Some Gen Ed requirements may be met by courses required and/or electives in the program.

Code	Title	Hours
	Composition I	4-6
	Advanced Composition	3
	Humanities & the Arts (6 hours)	6
	Natural Sciences & Technology (6 hours)	6
	Social & Behavioral Sciences (6 hours)	6
	fulfilled by ECON 102 and ECON 103	
	Cultural Studies: Non-Western Cultures (1 course)	
	Cultural Studies: U.S. Minority Cultures (1 course)	
	Cultural Studies: Western/Comparative Cultures (1 course)	
	Quantitative Reasoning (2 courses, at least one course must be Quantitative Reasoning I)	
	fulfilled by CS 105; and MATH 115, MATH 220, MATH 221, MATH 231, MATH 234, or STAT 100	
	Language Requirement (Completion of the third semester or equivalent of a language other than English is required)	0-15

### Business Core Requirements

Code	Title	Hours
ACCY 201 & ACCY 202	Accounting and Accountancy I and Accounting and Accountancy II	6
BUS 101	Professional Responsibility and Business	3
BUS 201	Business Dynamics	3
BUS 301	Business in Action	3
BUS 401	Crafting Your Purpose in Business	3
BADM 210 & BADM 211	Business Analytics I and Business Analytics II	6
BADM 275	Introduction to Operations and Supply Chain Management	3
BADM 300	The Legal Environment of Bus	3
BADM 310	Mgmt and Organizational Beh	3
BADM 320	Principles of Marketing	3
BADM 449	Business Policy and Strategy	3
CMN 101	Public Speaking	3
CS 105	Intro Computing: Non-Tech	3
ECON 102 & ECON 103	Microeconomic Principles and Macroeconomic Principles	6
FIN 221	Corporate Finance	3
	<b>Business Core Math</b>	<b>3-5</b>

Choose one course from list below:

MATH 115	Preparation for Calculus
MATH 220	Calculus
MATH 221	Calculus I
MATH 231	Calculus II
MATH 234	Calculus for Business I
STAT 100	Statistics

**Minimum Total Hours 57**

Code	Title	Hours
<b>Marketing, BS Major Core Requirements and Electives</b>		
BADM 322	Marketing Research	3
BADM 325	Consumer Behavior	3
BADM 420	Advanced Marketing Management	3
<b>Marketing Major Electives (choose six courses):</b>		
BADM 311	Leading Individuals and Teams	3
BADM 312	Designing and Managing Orgs	3
BADM 321	Principles of Retailing	3
BADM 323	Marketing Communications	3
BADM 324	Purchasing and Supply Mgmt	3
BADM 326	Pricing Analytics	3
BADM 327	Marketing to Business and Govt	3
BADM 328	Advanced Sales Strategies	3
BADM 329	New Product Development	3
BADM 330	Brand Management	3
BADM 331	Making Things	3
BADM 351	Social Media Strategy	3
BADM 360	Digital Marketing	3
BADM 361	Marketing Analytics	3
BADM 374	Management Decision Models	3
BADM 378	Logistics Management	3
BADM 382	International Marketing	3
BADM 395	Special Topics (Section SMM: Social Media Marketing)	3
BADM 395	Special Topics (Section CA: Consumer Analytics)	3
<b>Total Hours</b>		<b>27</b>

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## Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. See the corresponding section on the Degree and General Education Requirements page (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

<b>First Year</b>		
First Semester	Hours	Second Semester
BUS 101	3	ECON 103
ECON 102	3	CS 105
Composition I or CMN 101	3	4 FIN 221

Language other than English (3rd level)	4	Composition I or CMN 101	3
Business Core Math	3	General Education course	4
		<b>17</b>	<b>16</b>

### Second Year

First Semester	Hours	Second Semester	Hours
BUS 201	3	BADM 211	3
BADM 210	3	BADM 275	3
ACCY 201	3	BADM 320	3
BADM 310	3	ACCY 202	3
General Education course	3	General Education course	4
		<b>15</b>	<b>16</b>

### Third Year

First Semester	Hours	Second Semester	Hours
BUS 301	3	BADM 325	3
BADM 300	3	BADM Marketing Major Elective	3
BADM 322	3	BADM Marketing Major Elective	3
BADM Marketing Major elective	3	General Education course	3
General Education course	3	General Education course	3
		<b>15</b>	<b>15</b>

### Fourth Year

First Semester	Hours	Second Semester	Hours
BUS 401	3	BADM 449	3
BADM 420	3	BADM Marketing Major Elective	3
BADM Marketing Major Elective	3	BADM Marketing Major Elective	3
General Education course	3	General Education course	3
Free elective	3	Free elective	3
		<b>15</b>	<b>15</b>

### Total Hours 124

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1. Master core concepts that pertain to contemporary marketing practices and technologies.
2. Demonstrate the ability to analyze real-world marketing problems, develop alternative solutions, evaluate the strengths and weaknesses of these solutions and choose and implement a solution.
3. Demonstrate the ability to collaborate and problem-solve in teams, and to collaborate with team members and clients across business functions and disciplines.
4. Cultivate a global mindset – an appreciation, curiosity, and empathy toward other cultures, and a capacity to develop innovative solutions to global as well as local marketing problems.

5. Communicate effectively in writing and orally across all modalities – written, oral, and digital.

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## **Department of Business Administration**

Marketing website (<https://giesbusiness.illinois.edu/business-administration/badm-areas-marketing/>)

Marketing faculty (<https://giesbusiness.illinois.edu/faculty-research/faculty-profiles/>)

## **Gies College of Business (<https://business.illinois.edu/>)**

**Overview of College Admissions & Requirements:** Gies Catalog (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)

Business email: [ba-undergrad@illinois.edu](mailto:ba-undergrad@illinois.edu)