

# MARKETING, BS

## for the degree of Bachelor of Science in Marketing

### department page:

department website: <https://business.illinois.edu/ba/undergraduate/marketing/>

department faculty: Marketing Faculty (<https://business.illinois.edu/ba/directories/marketing>)

overview of college admissions & requirements: Liberal Arts & Sciences (<http://catalog.illinois.edu/las>)

college website: <https://business.illinois.edu/>

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

The Marketing student studies those business activities directly related to the process of placing meaningful assortments of goods and services in the hands of the consumer. The Marketing student is concerned with the efficient performance of marketing activities and with their effective coordination 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) (<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. The computer science requirement no longer allows ACE 161 as an equivalent course. A required course that is failed must be repeated the next semester.

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. For military and naval science courses, only credit at the 300 level and above may be counted toward the degree.

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.

## University Composition Requirements

Code	Title	Hours
	Composition I: Principles of Composition <sup>1</sup>	4-7
	Advanced Composition	3

## General Education Requirements

Code	Title	Hours
	A minimum of six courses is required, as follows:	18
	Humanities & the Arts: Literature & the Arts (1-2 courses) <sup>4</sup>	
	Humanities & the Arts: Historical & Philosophical Perspectives (1-2 courses) <sup>4</sup>	
	Natural Sciences & Technology: Physical Sciences (0-2 courses) <sup>5</sup>	
	Natural Sciences & Technology: Life Sciences (0-2 courses) <sup>5</sup>	
	Behavioral Sciences (1 course)	
	Cultural Studies: Non-Western Cultures (1 course)	
	Cultural Studies: U.S. Minorities Cultures (1 course)	
	Cultural Studies: Western/Comparative Cultures (1 course)	

## Non-Primary Language Requirement

Code	Title	Hours
	Completion of the fourth semester or equivalent of a non-primary language is required. Completion of four years of a single language in high school satisfies this requirement. A student may also meet this requirement by completing two non-primary languages to the third level.	0-12

## Business Core Requirements

Code	Title	Hours
BUS 101	Professional Responsibility and Business <sup>2</sup>	3
BUS 201	Business Dynamics	3
ACCY 201 & ACCY 202	Accounting and Accountancy I and Accounting and Accountancy II	6
BADM 300	The Legal Environment of Bus	3
BADM 310	Mgmt and Organizational Beh <sup>6</sup>	3
BADM 320	Principles of Marketing	3
BADM 449	Business Policy and Strategy	3
CS 105	Intro Computing: Non-Tech	3
ECON 102 & ECON 103	Microeconomic Principles and Macroeconomic Principles	6

BADM 210 & BADM 211	Business Analytics I and Business Analytics II	6
ECON 302	Inter Microeconomic Theory	3
FIN 221	Corporate Finance	3
MATH 234	Calculus for Business I <sup>3</sup>	4
CMN 101	Public Speaking	3
Total Hours		52
<b>Code</b>	<b>Title</b>	<b>Hours</b>
Courses to yield this total		15-38
<b>Code</b>	<b>Title</b>	<b>Hours</b>
Elective course work		0-32
<b>Minimum total hours for the degree</b>		<b>124</b>

<sup>1</sup> For a list of the specific courses that meet this requirement, see the college Office of Undergraduate Affairs in 1055 Business Instructional Facility or see the Course Explorer for a list of approved general education courses.

<sup>2</sup> BUS 101 and BUS 201 are required for all Gies College of Business students. Students who enter the College their first year take each sequential course every fall. Inter-College transfer students take BUS 101 and BUS 201 in their sophomore year. Off-campus transfer students take BUS 101 and BUS 201 in their junior year.

<sup>3</sup> MATH 220 or MATH 221 may be substituted for MATH 234. (See college mathematics requirement above.)

<sup>4</sup> Three courses in the Humanities & the Arts area are required and students must complete at least one course in the Literature & the Arts and Historical & Perspectives subcategories. At least one of the courses must be a 200 or higher level course.

<sup>5</sup> Two courses in the Natural Sciences & Technology area are required. It is strongly recommended that students complete one course in the Physical Sciences and Life Sciences subcategories.

<sup>6</sup> This course includes limited voluntary participation as a subject in experiments.

Code	Title	Hours
BADM 322	Marketing Research (Prerequisite: BADM 320)	3
BADM 325	Consumer Behavior (Prerequisite: BADM 320)	3
BADM 350	IT for Networked Organizations	3
BADM 375	Operations Management	3
BADM 420	Advanced Marketing Management (Prerequisite: BADM 320)	3
Select four of the following (which must include at least two Marketing Major Elective Courses - marked with *):		12-13
BADM 321	Principles of Retailing (Prerequisite: BADM 320) *	
BADM 323	Marketing Communications (Prerequisite: BADM 320) *	
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320) *	
BADM 326	Pricing Policies (Prerequisite: BADM 320) *	
BADM 327	Marketing to Business and Govt (Prerequisite: BADM 320) *	
BADM 328	Business-to-Business Selling *	

BADM 329	New Product Development (Prerequisite: BADM 320) *	
BADM 382	International Marketing (Prerequisite: BADM 320) *	
PSYC 201	Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)	
BADM 311	Leading Individuals and Teams (Prerequisite: BADM 310)	
BADM 312	Designing and Managing Orgs (Prerequisite: BADM 310)	
BADM 374	Management Decision Models (Prerequisite: BADM 211)	
BADM 378	Logistics Management	
BADM 403	Corporate & Commercial Law	
Total Hours		27