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/)).