MAJOR IN MARKETING

For the Degree of Bachelor of Science in Marketing

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/undergraduate/business]).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BADM 322</td>
<td>Marketing Research (Prerequisite: BADM 320)</td>
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<tr>
<td>BADM 325</td>
<td>Consumer Behavior (Prerequisite: BADM 320)</td>
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<td>BADM 350</td>
<td>IT for Networked Organizations</td>
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<tr>
<td>BADM 375</td>
<td>Operations Management</td>
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<tr>
<td>BADM 420</td>
<td>Advanced Marketing Management (Prerequisite: BADM 320)</td>
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Select four of the following (which must include at least two Marketing Major Elective Courses - marked with *):

- 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 Individual Behavior in Orgs (Prerequisite: BADM 310)
- BADM 312 Org Design and Environment (Prerequisite: BADM 310)
- BADM 374 Management Decision Models (Prerequisite: BADM 211)
- BADM 378 Logistics Management
- BADM 403 Corporate & Commercial Law

Total Hours 12