BBA Marketing Concentration

Contact Information

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The goal of the B.B.A. with a marketing concentration is to develop the knowledge and skills required to create, communicate, deliver and exchange products and services that have value for customers, clients, partners and society. Specific degree objectives are to enable students to develop:

1. An understanding of product, pricing, distribution and promotion strategies
2. An ability to collect and interpret information about consumers and their decision making processes
3. Abilities to use new technologies available in media, retail and other business areas to develop competitive marketing strategies

Advising

New students must contact the department for initial advising to plan a program of study that satisfies degree requirements and reflects their interests. Students are also required to access the Degree Audit System throughout their college career to verify that degree requirements are being met.

The College of Business and Management and the University of Illinois Springfield have a team of advisors ready to assist students in achieving their academic and career preparation goals. Advising services are customized based on the level and location of the student. Refer to the Undergraduate Academic Advising - College of Business and Management for resources to help you succeed in achieving your academic goals. CBM strictly enforces prerequisites.

Grading Policy

The Marketing Concentration program has minimum grade requirements as noted and outlined below. For questions related to the grading policy, please contact your advisor.

All majors in the College of Business and Management require foundation knowledge in accounting, economics, and statistics. UIS courses that satisfy the foundation knowledge requirements include:

Requirements

Foundation requirements [1]		
ACC 211 & ACC 212	Introduction to Financial Accounting and Introduction to Managerial Accounting	6
OR		
ACC 311	Administrative Uses of Accounting [2]	4
ECO 213	Statistics for Business and Economics	3
or MAT 121	Applied Statistics	
ECO 201 & ECO 202	Introduction to Microeconomics and Introduction to Macroeconomics	6
OR		
ECO 315	Economics for Administration [2]	4
Course work equivalent to the above may be accepted upon approval by the student's advisor and the College of Business and Management by a student petition.		
College Core [3]		
The college core is required of all undergraduate College of Business and Management students.		
BUS 312	Principles of Marketing	3
BUS 322	Principles of Operations Management	3
BUS 331	ECCE: Business, Ethics, and Society	3
FIN 302	Principles of Financial Management	3
MGT 310	Managing Organizational Behavior	3
MGT 330	Business and Managerial Communication	3
MGT 488	Strategic Management: The Capstone [4]	3
MIS 352	Principles of Management Information Systems	3
MIS 376	Business Analytics	3
Marketing Concentration Requirements [5]		
MKT 431	Consumer Behavior	3
MKT 432	Research Methods and Analytics in Marketing	3
MKT 441	Marketing Analytics	3
Select two of the following (or other MKT electives approved by the program):		6
MKT 430	Topics in Marketing	
MKT 434	Brand Management	
MKT 435	Sales Force Management and Professional Selling	
MKT 437	Advertising	
MKT 438	International Marketing	
MKT 439	Retail Management and Analytics	
Total Hours		**53-57**

Engaged Citizenship Common Experience (ECCE) [6] 10

1. Students must earn a minimum grade of C-in ***ALL*** foundation courses and a cumulative GPA of at least 2.0 across all foundation courses.
2. Junior or senior standing required to enroll in ACC 311 and ECO 315.
3. Students must earn a minimum of C- in ***ALL*** college core courses (**EXCEPT** MGT 488) and a cumulative GPA of at least 2.0 across all college core courses. A minimum grade of C (2.0) is required in MGT 488 (a grade of C- or lower will not be accepted).
4. Prerequisite: All college core courses, and within 12 hours of graduation or during the student's last semester.
5. College Core and ECCE courses may not be used to fulfill these requirements
   - Earn a cumulative grade point average of at least 2.00 across all courses required for the major.

6 The BBA Marketing degree requires a minimum of three hours of internship course work consisting of an individualized field experience (IPL 300) or an individual project (IPL 301). Students are encouraged to complete six hours of Internship. Internship hours will be used to fulfill the Engagement Experience ECCE category. Students must complete course work in at least one of the other ECCE categories including U.S. Communities and Global Awareness. The one hour UNI 301 Series course fulfills the last hour of the ECCE requirement (10 Total ECCE hours required).

- Only in exceptional cases, using a Student Petition with appropriate College of Business and Management approvals, students may request to waive the three-hour internship requirement and substitute an alternative ECCE course.
- Credit for Prior Learning (IPL 305) may not be used by College of Business and Management students to fulfill degree requirements.