

Marketing

Contact Information

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- Marketing
- Marketing Minor

The goal of the Bachelor of Science in Marketing 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.

The Bachelor's Degree

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 the students succeed in achieving their academic goals. CBM strictly enforces prerequisites.

Grading Policy

A minimum grade of C- is required 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).

Internship

The BS in 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 Speaker 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.

Program Learning Outcomes

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.

Requirements

Foundation Requirements:

Junior or senior standing required to enroll in ACC 311 and ECO 315		
ACC 211 & ACC 212 or ACC 311	Introduction to Financial Accounting and Introduction to Managerial Accounting Administrative Uses of Accounting	4-6
ECO 201 & ECO 202 or ECO 315	Introduction to Microeconomics and Introduction to Macroeconomics Economics for Administration	4-6
ECO 213 or MAT 121	Statistics for Business and Economics Applied Statistics	3
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.		

Total Hours **11-15**

College Core

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 ¹	3
MIS 352	Principles of Management Information Systems	3
MIS 376	Business Analytics	3
Total Hours		27

Required Courses ²

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)		
MKT 435	Sales Force Management and Professional Selling	6
MKT 438	International Marketing	
MKT 439	Retail Management and Analytics	
Total Hours		15

Other graduation requirements include

Engaged Citizenship Common Experience (ECCE) ² 10

¹ Prerequisites: All college core courses, and within 12 hours of graduation or during the student's last semester.

² College Core or ECCE courses may not be used to fulfill these requirements

Transferring in College Core Courses

The following requirements must be met in order for transfer credit to fulfill an upper division college core course requirement:

1. The course must be an upper division course.
2. The course must have been completed within six years prior to admission.
3. A grade of C (2.0) or better must be earned in each course requested for transfer. (grades of C- or lower will not be accepted)
4. No more than four courses or twelve hours of transfer credit may be used to fulfill CBM college core course work.
5. MGT 488 must be completed at UIS.

Minors

- Marketing Minor

Online

The online programs allow students to participate in dynamic, diverse, and interactive online learning communities and to complete their degrees via the Internet. The online format enables students to complete course work using the latest networked information technologies for increased access to educational resources, advisors, and materials. The online degree follows the same curriculum as the on-campus degree.

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