

BACHELOR OF SCIENCE IN BUSINESS MARKETING



100% PLACEMENT RATE FOR GRADUATES

Marketers create value by providing products to satisfy customer needs. Effective marketing is critical to all successful organizations. EIU Marketing majors develop critical thinking skills needed to develop products and services, set prices, communicate key brand features, and distribute products effectively. They are well prepared for excellent careers in business and graduate school.

Marketing is one of the most popular majors in EIU's School of Business. Students who succeed as Marketing Majors are:

- Creative
- Able to influence and persuade others
- Adaptable and flexible
- Analytical
- Planners and decision makers
- People-oriented

The Marketing Major curriculum emphasizes: analytical skills; ability to interpret data; quantitative analysis skills; research skills; written communication skills; presentation skills; problem solving abilities; and teamwork.



EIU's School of Business is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). AACSB is the premier accreditation body for institutions offering degrees in business and accounting.

- + AMERICAN MARKETING ASSOCIATION CHAPTER
- + MARKETING INTERNSHIP OPPORTUNITIES
- + STUDY ABROAD OPPORTUNITIES
- + CAREER DEVELOPMENT ACTIVITIES

QUESTIONS? CONTACT:

DR. AYSE COSTELLO

Assistant Chair, Management, Marketing,
Business Administration & HTM

AICOSTELLO@EIU.EDU
(217) 581-8524



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MARKETING CURRICULUM REQUIREMENTS

A GRADE OF C OR BETTER IS REQUIRED IN COURSES DESIGNATED WITH AN ARROW (▶)

EIU General Education Curriculum:

- ▶ **ENG 1001G** - College Composition I
- ▶ **ENG 1002G** - College Composition II
- ▶ **CMN 1310G** - Introduction to Speech Communication
- ▶ **MAT 2120G** - Finite Mathematics
- ▶ **ECN 2801G** - Principles of Macroeconomics
- ▶ **ECN 2802G** - Principles of Microeconomics

Critical Thinking & Quantitative Reasoning (CTQR): Course:

CTQR Course Options: CMN 2040, ECN 3450, GEO 3810, MAT 2110G, MIS 3505, OSC 3800, OSC 4820, PH 1900G, PHI 1990G

Students also must fulfill the University foreign language requirement (two courses in a single foreign language) unless exempt based on high school course work.

Business Core Curriculum (prerequisites required):

- ▶ **BUS 1000** - Introductory Business Seminar
- ▶ **BUS 1950** - Computer Concepts and Applications for Business
- ▶ **BUS 2101** - Financial Accounting
- ▶ **BUS 2102** - Managerial Accounting (BUS 2101)
- ▶ **BUS 2750** - Legal & Social Environment of Business (ENG 1002G)
- ▶ **BUS 2810** - Business Statistics (BUS 1950)
- ▶ **BUS 3010** - Management & Organizational Behavior (60 hours)
- ▶ **BUS 3200** - International Business (BUS 2750, ECN 2801G, ECN 2802G)
- ▶ **BUS 3470** - Principles of Marketing (BUS 2810, MAT 2120G)
- ▶ **BUS 3500** - Mgmt Information Systems (BUS 1950, MAT 2120G)
- ▶ **BUS 3710** - Business Financial Mgmt (BUS 2101, MAT 2120G)
- ▶ **BUS 3950** - Operations Mgmt (BUS 2810, MAT 2120G)
- ▶ **BUS 4360** - Strategy and Policy (Capstone for Senior Year)

Marketing Core (requires BUS 3470):

- ▶ **MAR 3720** - Consumer Behavior
- ▶ **MAR 3860** - Marketing Research (BUS2810)
- ▶ **MAR 3875** - Retail Management
- ▶ **MAR 4470** - Professional Sales
- ▶ **MAR 4700** - Marketing Strategies (MAR3720, MAR3860)

Marketing Electives (requires BUS 3470):

COMPLETE 4 FROM THE FOLLOWING COURSES

- ▶ **MAR 3490** - Business to Business Marketing
- ▶ **MAR 3560** - Social Media Marketing
- ▶ **MAR 3780** - Promotion Management
- ▶ **MAR 3970** - Study Abroad
- ▶ **MAR 4100** - Special Topics in Marketing
- ▶ **MAR 4275** - Internship in Marketing
- ▶ **MAR 4490** - International Marketing
- ▶ **MAR 4740** - Independent Study
- ▶ **ENT 3300** - Foundations of Entrepreneurship (45 hrs)

Recommended Schedule of Classes

FIRST SEMESTER		SECOND SEMESTER	
YEAR 1			
COURSE	HRS	COURSE	HRS
BUS 1000	2	ENG 1002G	3
BUS 1950	3	MAT 2120G	3
ENG 1001G	3	ECN 2801G	3
MAT 1271	3	General Ed	3
CMN 1310G	3	General Ed	4
Total	14	Total	16
YEAR 2			
COURSE	HRS	COURSE	HRS
BUS 2101*	3	BUS 2102	3
BUS 2750	3	BUS 2810	3
ECN 2802G	3	Elective/CTQR	3
General ed	3	General ed	3
General ed	3	General ed	3
Total	15	Total	15
YEAR 3			
COURSE	HRS	COURSE	HRS
BUS 3470*	3	BUS 3710	3
BUS 3010	3	MAR 3875	3
BUS 3200	3	MAR 3729	3
BUS 3500	3	MAR 3860	3
Elective	3	Elective	3
Total	15	Total	15
YEAR 4			
COURSE	HRS	COURSE	HRS
BUS 3950	3	BUS 4360	3
MAR 4470	3	MAR 4700	3
MAR Elective	3	MAR Elective	3
MAR Elective	3	MAR Elective	3
Senior Seminar	3	Elective	3
Total	15	Total	15

*Take these courses in this term to meet future prerequisites.