

BACHELOR OF SCIENCE IN MARKETING

OVERVIEW

Marketing is the engine that runs today's business. In the highly competitive climate of global commerce, successful business people understand that effective marketing of products, services, and ideas can mean the difference between profits or losses.

The marketing curriculum at Lewis University combines traditional concepts and theory with real-world exposure. The marketing faculty are real-world marketing practitioners who bring practical activities and real-world examples to the classroom.

HIGHLIGHTS

Lewis University marketing faculty bring a broad range of experience in the areas of marketing strategy, research, branding, advertising, sales and promotion. Faculty have experience and continue to work and consult with a broad range of organizations from the successful entrepreneur to global organizations included in the Fortune 500.

Students are given opportunities to study international business and marketing perspectives through various course offerings taken on excursions to such locations as France, Spain, Brazil, Ireland, Mexico, India, and China.

College of Business faculty have taught in MBA programs in China and Brazil, bringing a global perspective on business culture and business practices to the Lewis classroom.

CAREER OPPORTUNITIES

The marketing profession provides terrific career opportunities for a variety of student interests. Whether a student likes working with people or working with numbers, marketing offers choices that can provide high job satisfaction, high income, exciting and stimulating work, high quality of life, and career flexibility.

These career opportunities are wide ranging and include:

- advertising
- public relations
- sales
- sales promotion
- copywriting
- product management
- brand management
- retailing
- market research
- fundraising
- ...and many more

Marketing is a field that offers students numerous career opportunities. Regardless of economy, there is always a demand for marketing professionals.

Starting salaries average \$35,000 - \$40,000 per year and grow significantly as a person achieves greater experience and achievements. In today's corporate environment, many CEOs come from a marketing background, having a firm understanding of the science that attracts and retains customers.

CONTACT

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CLUBS AND ORGANIZATIONS

Lewis University offers students of any business discipline the opportunity to join our campus chapters of two nationally recognized organizations. The first is the American Marketing Association (AMA), considered the most highly respected professional organization for marketing practitioners. The second is Delta Sigma Pi, the most highly recognized national business fraternity with over 250 chapters and 200,000 members nationwide. Both organizations offer business students opportunities for fun and professional growth through networking, social functions, company tours, and fundraisers.

INTERNSHIPS / JOB OPPORTUNITIES

The College of Business offers students the opportunity to earn academic credit while learning practical business skills through corporate internships. This program helps prepare students for marketing careers upon graduation. Students can seek internships in three ways:

1. Apply for internships with companies who have approached Lewis with student internship opportunities.
2. Apply for an internship based on a student's current marketing position in an organization.
3. Students may seek out internship opportunities on their own, getting approval from the College of Business for a project relating to marketing, and of interest to the student.

Some of the companies that have offered internships or employment to Lewis students include:

McDonald's Corporation	Walt Disney
Leo Burnett	Accenture
Net Consult Plus	Chicago Board of Trade
CRA Rogers Casey	Merchandise Mart Properties, Inc.
Illinois Bar Association	Environmental Systems Design
Buster Creative, Inc.	
Caterpillar Inc.	Helander Metal Spinning Company
Weiland Financial Group	
Kohl's Department Stores	InvestSmart Strategies
The San Jose Group	Merrill Lynch
A.G. Edwards & Sons, Inc.	Edward Jones
Liberty Tax	Comcast

BACHELOR OF SCIENCE / MARKETING

Total Credit Hours: 128
Major Credit Hours: 64

I. Core Courses (40)

- 04-200 Basic Macroeconomics (3)
- 04-201 Basic Microeconomics (3)
- 23-120 Principles of Accountancy I (3)
- 23-121 Principles of Accountancy II (3)
- 24-349 Business Statistics (3)
- 24-350 Decision Science (3)
- 25-200 Principles of Marketing (3)
- 61-200 Principles of Management (3)
- 61-250 Business Law I
- 61-300 Business Communication in the Digital Age (3)
- 61-390 Management Seminar (1)
- 62-200 Principles of Finance (3)
- 63-200 Introduction to Information Systems (3)
- 24-240 Business Calculus (3)

Select one of the following:

- 24-230 Finite Mathematics (3)

II. Major Area Courses (21)

- 25-300 Consumer Behavior (3)
- 25-315 Advertising (3)
- 25-374 Salesmanship (3)
- 25-402 Public Relations (3)
- 25-465 Marketing Research (3)
- 25-468 International Marketing (3)
- 25-470 Marketing Strategy (3)

III. Select one elective (3)

- 25-299 Current Topics in Marketing Strategies (3)
- 25-373 Hospitality Marketing (3)
- 25-376 The Strategies of E-Business and E-Marketing (3)
- 61-420 International Business (3)

IV. The advanced writing requirement of the General Education curriculum is satisfied by Marketing majors by successful completion of Business Communication in the Digital Age (61-300).

MINOR / MARKETING FOR BUSINESS MAJORS

Minor Credit Hours: 12

Accountancy, Business Administration, Economics, Finance, Computer Information Systems, and Information Security and Risk Management majors can earn a minor in Marketing by completing four of the following seven courses:

I. Core Courses (12)

- 25-300 Consumer Behavior (3)
- 25-374 Advertising (3)
- 25-373 Hospitality Marketing (3)
- 25-315 Salesmanship (3)
- 25-376 The Strategies of E-Business and E-Marketing (3)
- 25-470 Marketing Strategy (3)
- 25-468 International Marketing (3)

MINOR / MARKETING FOR NON-BUSINESS MAJORS

Minor Credit Hours: 15

Non-College of Business students can minor in Marketing by completing six of the following eight courses:

I. Core Courses (15)

- 25-200 Principles of Marketing (3)
- 25-299 Current Topics in Marketing Strategies (3)
- 25-300 Consumer Behavior
- 25-315 Advertising (3)
- 25-373 Hospitality Marketing (3)
- 25-374 Salesmanship (3)
- 25-376 The Strategies of E-Business and E-Marketing (3)
- 25-470 Marketing Strategy (3)

MINOR / MARKETING FOR COMMUNICATION MAJORS

Minor Credit Hours: 18

Communication majors can minor in Marketing by completing six of the following eight courses:

I. Core Courses (18)

- 25-200 Principles of Marketing (3)
- 25-300 Consumer Behavior (3)
- 25-315 Advertising (3)
- 25-373 Hospitality Marketing (3)
- 25-376 The Strategies of E-Business and E-Marketing (3)
- 25-402 Public Relations (3)
- 25-465 Marketing Research (3)
- 25-470 Marketing Strategy (3)

MINOR / MARKETING FOR SCIENCE MAJORS

Minor Credit Hours: 18

Science majors can minor in Marketing by completing six of the following eight courses:

I. Core Courses (18)

- 25-200 Principles of Marketing (3)
- 25-299 Current Topics in Marketing Strategies (3)
- 25-300 Consumer Behavior (3)
- 25-315 Advertising (3)
- 25-373 Hospitality Marketing (3)
- 25-374 Salesmanship (3)
- 25-376 The Strategies of E-Business and E-Marketing (3)
- 25-470 Marketing Strategy (3)

DOUBLE MAJOR / MARKETING FOR BUSINESS MAJORS

Accountancy, Business Administration, Economics, Finance, Computer Information Systems, and Information Security and Risk Management majors can earn a double major in Marketing by completing the eight Major Area and Elective Courses (24) listed on the previous page.

WEB SITES FOR FURTHER INFORMATION

American Marketing Association - www.ama.org

The Ad Council – www.adcouncil.org

Advertising Age - www.adage.com

Careers in Marketing – www.careers-in-marketing.com

Careers in Marketing –
www.knowthis.com/careers/careersmkt.htm

Careers in Marketing – www.marketingjobs.com

Careers in Business – www.careers-in-business.com

E-Marketing Association – www.emarketingassociation.com

Lewis University – www.lewisu.edu

Sales & Marketing Management – www.salesandmarketing.com