

MARKETING (BA)

General Undergraduate Admission Requirements

All applicants must meet the general admission requirements for Concordia University Chicago undergraduate programs as published in the Concordia University Chicago academic catalog.

New students are accepted into undergraduate degree-seeking programs for online (ADP) and on-campus (Traditional) study in the fall and spring semesters. If you have any questions please work with your admissions advisors.

Business Core

| Code | Title | Hours |
|-------------------------|---|-------|
| ACC-2050 | Financial Accounting | 3 |
| ACC-2150 | Managerial Accounting | 3 |
| BIA-2200 | Business Intelligence | 3 |
| BUS-1001 | Survey of Business (Incoming Freshman Only) | 3 |
| ENT-2031 | Creating Breakthrough Innovations | 3 |
| FIN-4200 | Finance | 3 |
| ECO-2102 | Principles of Microeconomics | 3 |
| MAT-2000 or PSY-2310 | Statistics Statistics for the Behavioral Science | 3 |
| MGT-2011 | Contemporary Business Law | 3 |
| MGT-2100 | Principles of Management | 3 |
| MGT-3100 | Business Ethics | 3 |
| MGT-4070 | Capstone: Strategic Management | 3 |
| MKT-2200 | Marketing: From Principles to Digital Practice | 3 |
| Total Hours | | 39 |

Major Requirements

| Code | Title | Hours |
|-------------|---------------------------------|-------|
| MKT-2105 | Essentials of Digital Marketing | 3 |
| MKT-4000 | Marketing Research | 3 |
| MKT-4150 | Consumer Behavior | 3 |
| MKT-4540 | Marketing Communication | 3 |
| Total Hours | | 12 |

The total hours for the program is 120 credits. This includes general education, electives and major requirements above.

Graduation Requirements

Students in the College of Business must meet all University requirements found in the Academic Information section of this catalog. Specific requirements of the College of Business include:

- A minimum cumulative GPA of 2.0 for all coursework completed at Concordia University Chicago.
- A minimum GPA of 2.0 for each course taken in a major at Concordia University Chicago.

- A minimum grade requirement of C (not C-) or higher for each course taken as part of major coursework or the business core.
- All administrative obligations to CUC must be cleared in order to prompt the release of CUC transcripts and diploma(s).
- In addition to satisfying the overall minimum credits for a given degree, major, minor, and/or special program such as Concordia Honors Program or Pre-Seminary Program, additional course requirements may be required. Deficiency in any area of the program will delay awarding the degree and require a new intent to graduate form be filed in alignment with completion of requirements. Students may elect to drop minors or other programs if they present an obstacle for graduation, however, the term assigned to awarding degrees will be consistent with the term the program change is submitted. Please note, students are subject to additional fees for subsequent intent forms.
- No course in a major may be taken on the Pass/Fail grade option.