

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 (<http://catalog.cuchicago.edu/graduate/graduate-admission-student-services/>).

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-2001	Introduction to Financial Accounting	3
ACC-2101	Business Accounting for Leaders	3
BIA-2200	Business Intelligence	3
BUS-1001	Survey of Business (Incoming Freshman Only)	3
ECO-2400	Foundations of Economics	3
ENT-2031	Creating Breakthrough Innovations	3
FIN-4200	Finance	3
MAT-2000 or PSY-2310	Statistics Statistics for the Behavioral Science	3
MGT-2001	Leadership-centered Management	3
MGT-2011	Contemporary Business Law	3
MGT-3031	Business Ethics in a Global Society	3
MGT-4061	Strategic Decision Making for Global Leaders	3
MKT-2101	21st Century Concepts of Marketing	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

Plus electives to complete 120 credits needed to complete their degree.

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. 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.