Degree(s)
+ Bachelor of Science (B.S.) in business administration, concentration in marketing

Program Overview
Marketing concerns the challenge of winning and keeping customers. It’s essential for businesses and nonprofit organizations of all size. Our marketing program is practical and career-oriented. Students in the undergraduate marketing program offered by Saint Louis University’s John Cook School of Business enhance their prospects for meaningful employment and substantive contributions to society at large.

Marketing students gain a quality education that challenges and prepares them to compete effectively in our global economy.

Our program provides students with the practical skills and training necessary to succeed in professional marketing positions worldwide. In addition, our graduates are creative in their approach to problem solving with an understanding of human behavior in its qualitative and quantitative dimensions.

Students are brought into contact with marketing professionals through live case studies and internships with leading corporations. These companies span a variety of industries, including consumer packaged goods, financial services, entertainment, communications and research. Other activities include guest speakers, practitioner’s teaching participation and class projects involving local organizations.

In addition, the department has an established advisory board of marketing professionals that regularly consult with and assist the department.

About the Faculty
The faculty is at the center of our efforts to provide a challenging, high-quality educational experience, with one of the major strengths being that the faculty members are academically prepared in their special field of accounting and have professional experience in a variety of work settings. Many classes include applying theory to real-world situations.

Curriculum
In addition to fulfilling the requirements for the B.S. in business administration degree, 18 credit hours of coursework beyond MKT 3000 are required for a concentration in marketing. The program of study involves nine hours of required coursework and nine hours of electives.

Required coursework:
+ MKT 4400: Consumer Behavior
+ MKT 4650: Marketing Analytics
+ MKT 4900: Marketing Strategy

Electives (students choose three of the following):
+ MKT 3300: Marketing Channels and Distribution Systems
+ MKT 3400: Integrated Marketing Communications
+ MKT 3500: Sports Marketing
+ MKT 3600: Marketing Research
+ MKT 4300: Retail Management
+ MKT 4440: Personal Selling
+ MKT 4450: Sales Management
+ MKT 4550: International Marketing
+ MKT 4600: Brand Management
+ MKT 4910: Marketing Internship

Business majors who choose to complete the supporting area in marketing in addition to their chosen concentration must complete MKT 3000 and 12 credit hours of marketing coursework, selected from the following:
+ MKT 3300: Marketing Channels and Distribution Systems
+ MKT 3400: Integrated Marketing Communications
+ MKT 3500: Sports Marketing
+ MKT 3600: Marketing Research
+ MKT 4300: Retail Management
+ MKT 4400: Consumer Behavior
+ MKT 4440: Personal Selling
+ MKT 4450: Sales Management
+ MKT 4550: International Marketing
+ MKT 4600: Brand Management
+ MKT 4650: Marketing Analytics

Learn More For course listings and more information about our faculty, visit slu.edu/x14339.xml.

Graduate Programs
+ Master of Business Administration (MBA), emphasis in marketing
For a full listing of graduate programs, visit graduate.slu.edu.
Admission Requirements

Freshman: All applications are thoroughly and carefully reviewed. Solid academic performance in college preparatory course work is a primary criterion in reviewing a freshman applicant’s file. College admission test scores (ACT or SAT) are used as an additional indicator of the student’s ability to meet the University’s academic requirements and to qualify the student for certain University scholarship programs. To be considered for admission to any Saint Louis University undergraduate program, the applicant must be approaching graduation from an accredited high school or have an acceptable score on the General Education Development (GED) test.

Transfer: Applicants must be a graduate of an accredited high school or have an acceptable score on the GED. An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester hours (or 30 quarter hours) of college credit. Those having completed 24 hours or more of college credit need only submit a transcript from previously attended college(s). In reviewing a transfer applicant’s file, the office of admission holistically examines the student’s academic performance in college-level coursework as an indicator of the student’s ability to meet the academic rigors of Saint Louis University.

Internships and Careers

Our urban location provides many internship opportunities, which allow students to gain career-related work experience while applying classroom learning to practice. Students may also earn academic credit from internships. Supervised by a representative from the organization and a faculty mentor, students have interned with advertising agencies, sports teams, telecommunication firms and other companies.

A student chapter of the national American Marketing Association provides students with the opportunity to learn about the different career paths in marketing, along with the opportunity to network with marketing professionals. A wide range of opportunities exist for marketing graduates in fields such as advertising, market research, product management, public relations and sales.

Possible career paths include:
+ Personal selling or sales management
+ International marketing specialist
+ Sports marketer
+ Social media or digital marketing manager
+ Advertising account executive
+ Public relations
+ Retail

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:
+ Scholarships: awarded based on academic achievement, service, leadership and financial need.
+ Financial Aid: provided in the form of grants and loans, some of which require repayment.

For priority consideration for merit-based scholarships, applicants should apply for admission by Dec. 1 and complete a Free Application for Federal Student Aid (FAFSA) by March 1.

For information on other scholarships and financial aid, visit the student financial services office online at finaid.slu.edu.