

### DEGREE(S)

- + B.S. in Marketing
- + Minor in Marketing

### PROGRAM OVERVIEW

Marketing concerns the challenge of winning and keeping customers. The Richard A. Chaifetz School of Business marketing program at Saint Louis University's Madrid Campus provides students with the practical skills and training necessary to succeed in professional marketing positions worldwide.

The marketing academic curriculum is completely integrated with that of the St. Louis campus in Missouri. In fact, students are encouraged to take advantage of the seamless relationship between the degree programs at both campuses by completing a semester abroad in St. Louis. Students who wish to pursue the SLU-Madrid marketing program have two options:

- + Complete the entire undergraduate program in Spain with the Richard A. Chaifetz School of Business in Missouri as the degree-granting entity.
- + Enroll in the marketing degree program at the Madrid Campus and transfer freely between the St. Louis and Madrid campuses over the course of the undergraduate degree program.

### CURRICULUM

In addition to the liberal arts requirements, marketing students must complete the business core (45 credits) which includes coursework in a variety of disciplines such as accounting, management, economics, finance, operations management, etc.

Marketing students are required to complete the following classes (9 credits):

- + Consumer Behavior
- + Marketing Analytics
- + Marketing Strategy

Three courses (9 credits) selected from the following:

- + Marketing Channels and Distribution
- + Integrated Marketing Communications
- + Marketing Research
- + Social Media and Digital Marketing
- + Retail Management
- + Personal Selling
- + Sales Management
- + International Marketing
- + Brand Management
- + Marketing Internship

SLU.EDU/MADRID

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**Learn More** For course listings and more information about our faculty, visit  
<https://www.slu.edu/madrid/academics/departments/business-economics.php>



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### WHY CHOOSE THIS PROGRAM?

The marketing program is interdisciplinary and prepares students for careers in areas such as sales management, personal selling, community management, digital marketing, advertising, public relations and retail.

Qualified marketing students may choose to earn up to three credits toward their degree by doing an internship. These students learn to implement the skills they study while gaining valuable professional experience at multinational companies in Madrid.

Our international faculty and student body provide the outstanding and enriching opportunity to explore cultural differences in marketing and business practices across the world. Graduates are creative in their approach to problem-solving, and they develop a deeper understanding of human behavior and an ability to work in multicultural teams.

### ADMISSION REQUIREMENTS

- + Online application form // Common Application
- + 2 letters of recommendation (encouraged)
- + Curriculum vitae/résumé (encouraged)

#### First-year Students:

- + Secondary school academic transcripts
- + University entrance exam scores (SAT/ACT, IB diploma, A levels, PAU/Selectividad, etc.)

#### Transfer Students:

- + College transcript(s)
- + Proof of high school graduation

Non-native English speakers must submit an official English exam (TOEFL or IELTS).

Detailed information is available on our website.

### SCHOLARSHIPS AND FINANCIAL AID

SLU-Madrid is committed to supporting students—and their families—who choose to invest in themselves and their future by studying at the Madrid Campus. Each student, from any state in the U.S., any region in Spain, or any country in the world, is eligible for University-funded aid. Scholarship/financial aid programs available include:

- + Merit Scholarships
- + Visiting Student Scholarships
- + Grants and Loans
- + Departmental Support Scholarships
- + Jesuit High School Award
- + Catholic High School Award
- + Madrid Campus Antiguos Alumnos Award
- + Family Award

For more information: [financialaid-madrid@slu.edu](mailto:financialaid-madrid@slu.edu)

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