

MARKETING (MBA/MSM)

Loyola students may choose to combine an MBA (<https://catalog.luc.edu/graduate-professional/business/next-generation-mba/>) with a Master of Science in Marketing (MSM) (<https://catalog.luc.edu/graduate-professional/business/marketing-msm/>) to provide the breadth and depth of knowledge often required of marketing professionals.

Related Programs

Master's

- Business Analytics (MS) (<https://catalog.luc.edu/graduate-professional/business/business-analytics-ms/>)
- Marketing (MSM) (<https://catalog.luc.edu/graduate-professional/business/marketing-msm/>)

Combined

- Business Analytics (MBA/MS) (<https://catalog.luc.edu/graduate-professional/dual-degree-programs/business-analytics-mba-ms/>)

Curriculum

The dual degree in business and marketing requires fewer courses than if each degree were earned separately. Students completing the dual degree will earn an MBA with a specialization in marketing and an MSM degree.

A maximum gap of one quarter is allowed between the completion of one program and the start of the other program.

| Code | Title | Hours |
|--|---|-------|
| MBA Requirements | | |
| Pre-Requisites ¹ | | |
| ISSCM 400N | Quantitative Methods I | 0 |
| ISSCM 402N | Quantitative Methods II - Statistics Primer | 0 |
| <i>Introductory Courses</i> ¹ | | |
| ACCT 400 | Financial Accounting for Business Decisions | 3 |
| ECON 420 | Managerial Economics ² | 3 |
| FINC 450 | Financial Management ³ | 3 |
| SCMG 480 | Intro to Operations Management | 3 |
| <i>Core Coursework</i> | | |
| MARK 425N | Business Communication | 1.5 |
| MGMT 426N | Leadership Development | 1.5 |
| MARK 470N | Research, Insights and Storytelling | 3 |
| ISSCM 596N | Data Driven Decision Making | 3 |
| FINC 470N | Business Finance | 3 |
| MGMT 430N | Strategy and Leadership | 3 |
| HRER 417N | Managing and Motivating in the Workplace | 3 |
| MGMT 431N | Business Consulting Course | 3 |
| <i>Ethics Course</i> | | |
| ETHC 441N | Business Ethics | 3 |
| | or MGMT 446 International Business Ethics | |
| MS Core Coursework | | |
| MARK 460 | Marketing Management | 3 |
| MARK 461 | Research Methods in Marketing | 3 |
| MARK 464 | Integrated Marketing Communication | 3 |

| | | |
|----------------------|-------------------------|----|
| MARK 465 | International Marketing | 3 |
| MARK 467 | Consumer Behavior | 3 |
| MARK 468 | Digital Marketing | 3 |
| MBA or MSM Electives | | 18 |

Students must choose 6 MBA or MSM courses from the following three tracks: Integrated Marketing Communications, Supply Chain Management, Digital Marketing

Total Hours 72

¹ May be waived.

² Pre-Requisite: ISSCM 400N Quantitative Methods I

³ Co-Requisite: ACCT 400 Financial Accounting for Business Decisions

MBA or MSM Elective Tracks

Integrated Marketing Communications Elective Track

| Code | Title | Hours |
|----------|--|-------|
| MARK 463 | Sales and Strategic Leadership | 3 |
| MARK 469 | Independent Study-Marketing Management | 3 |
| MARK 561 | Comparative Consumer Behavior | 3 |
| MARK 562 | Database Marketing Strategy | 3 |
| MARK 564 | Brand Equity and Marketing Strategy | 3 |
| MARK 566 | Integrated Media Planning | 3 |
| MARK 567 | Customer Relationship Management | 3 |
| MARK 568 | Social Media & Content Marketing | 3 |
| MARK 569 | Special Topics | 3 |
| MARK 661 | Customer Analytics | 3 |
| MARK 662 | Marketing Metrics | 3 |
| MGMT 482 | Entrepreneurial Marketing | 3 |

Digital Marketing Elective Track (STEM designated)

| Code | Title | Hours |
|-----------|---|-------|
| INFS 492 | Database Systems | 3 |
| INFS 494 | Applied Data Mining and Artificial Intelligence (AI) | 3 |
| INFS 590 | Global Strategy and Data | 3 |
| INFS 592 | Data Visualization | 3 |
| INFS 796 | Data Warehousing | 3 |
| ISSCM 495 | Forecasting Methods with Artificial Intelligence (AI) | 3 |
| MARK 562 | Database Marketing Strategy | 3 |
| MARK 661 | Customer Analytics | 3 |

Supply Chain Management Elective Track

| Code | Title | Hours |
|------------|---|-------|
| SCMG 480 | Intro to Operations Management | |
| SCMG 481 | Performance Improvement in Business Processes | |
| SCMG 482 | Lean Production Concepts and Practices | |
| SCMG 483 | Management of Service Operations | |
| SCMG 486 | Global Logistics | |
| SCMG 487 | Purchasing Management | |
| SCMG 488 | Inventory Management | |
| SCMG 489 | Supply Chain Analytics | |
| ISSCM 484N | Project Management | |
| ISSCM 495 | Forecasting Methods with Artificial Intelligence (AI) | |

Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (<https://catalog.luc.edu/academic-standards-regulations/graduate-professional/>) under their school. Any additional University Policies supersede school policies.

Dual Degree Programs

Students in dual degree programs are responsible for abiding by academic policies and graduation requirements of both academic units to which they are enrolled. It is strongly recommended that students schedule regular meetings with academic advisors from both units to ensure timely degree completion. Dual degree programs may have slightly different degree requirements from the standard for one or both of the degrees earned. Students should closely read through all degree requirements and ask for clarification as needed.

Learning Outcomes

- Integrative Business Knowledge: Graduates will be proficient in integrating the techniques, processes, and procedures of the fundamental business disciplines (accounting, economics, finance, marketing, management, human resource management, operations management, and information technology). They will be able to apply theory, skills, and knowledge from these disciplines to business practice. [MBA]
- Critical Decision Making: Graduates will demonstrate their capacity for critical analysis in processing, interpreting, and managing the quantitative and qualitative information necessary for effective managerial decision making. [MBA]
- Ethics and Responsible Leadership: Graduates will understand how to be a leader in business who exhibits personal integrity, ethical awareness, and an ability to apply ethical principles to business practice. [MBA]
- Global Perspective and Awareness of Diversity: Graduates will have a global perspective by recognizing international business issues and appreciating diversity, including culture, race, religion, and gender. [MBA]
- Communication: Graduates will be able to communicate effectively, orally. Graduates will be able to communicate effectively, in writing. [MBA]
- Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic field of marketing [MSM]
- Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change [MSM]
- Gain the technical business skills that are essential in today's global economy [MSM]
- Learn to ask the questions that are important to humanity as you harness the power of marketing to promote positive social change [MSM]
- You will also build a strong foundation in: Marketing finance; Strategic planning; Brand leadership; Digital and social content development; Leadership and ethics; Database analytics; Sustainable business leadership; and Global campaign development [MSM]