

MARKETING, B.B.A.

Objectives

The Marketing major focuses on activities that facilitate the creation of value and exchange between individuals and organizations. The Marketing Pathway Curriculum, introduced Fall 2018, prepares students to be future-proof and real-world ready in careers such as marketing research and analytics, advertising and promotion, interactive digital and social media marketing, brand planning and strategy, marketing and product management, global marketing, diversity marketing, retailing, and sales management. Additionally, these career paths can lead to leadership positions in all types of organizations and industries, including nonprofit and government sectors.

Learning Outcomes

1. Apply, analyze, and evaluate concepts, principles, and theories of stakeholder behavior in order to develop value(s)-based marketing strategies and tactics.
2. Conduct research, and apply technology and analytics, to gain evidence-driven insights and informed empathy about customers, stakeholders, and society.
3. Apply segmentation, targeting, and brand positioning to develop marketing strategies that equitably and sustainably serve stakeholder values.
4. Analyze, evaluate, and implement frameworks for local and global strategic planning that incorporate interconnected organizational and situational factors.
5. Evaluate and apply concepts of ethics and responsibility in the use of marketing as a force for good for social, environmental, and economically sustainable well-being.
6. Formulate and evaluate elements of the marketing mix to create, communicate, and deliver a sustainable value proposition.
7. Articulate and measure the outcomes of marketing investments and actions in terms meaningful to the broader organizational and societal structures of which marketing is a part: individual fulfillment and choice, financial returns, and general quality of life.

Major Requirements

Code	Title	Semester Hours
Lower Division Requirements		
BCOR 1910	Business for Good	2
BCOR 2110	Financial Accounting	4
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2210	Legal Environment of Business	2
BCOR 2710	Business Information Technology	4
ECON 1050	Introductory Economics	4
ECON 2300	Introductory Statistics	4
MATH 112	Calculus for Business	3
Subtotal		27
Upper Division Requirements		
BCOR 3410	Fundamentals of Finance	4
BCOR 3510	Marketing and Business Communications	4
BCOR 3610	Managing People and Organizations	4
BCOR 4910	Business Ethics and Sustainability	4

One course from the "Quantitative Methods for Business" course-list ¹	4
One course from the "International/Global Awareness" course-list ²	4
One course from the "Strategic Business Integrations" course-list ³	4
Subtotal	28
Total Semester Hours	55

1

e.g., BCOR 3750 Analytics in Operations and Supply Chain Management

2

e.g., BCOR 3860 International Business

3

e.g., BCOR 4970 Strategic Management

Note:

All upper division marketing major courses must be taken in residence at LMU. However, up to two courses approved in advance for LMU supported study abroad programs may count toward the major. For purposes of meeting the requirements for the B.B.A. in Marketing, an overall cumulative grade point average of at least a C (2.0) must be obtained in all courses required in the major.

All (Business Core, Major, and Elective) Marketing Courses

Code	Title	Semester Hours
BCOR 3510	Marketing and Business Communications	4
MRKT 3512	Customer Insights	4
MRKT 3513	Rethinking the Marketplace	4
MRKT 3516	Company and Customer Mutualism	4
MRKT 3521	The New World of Branding and Advertising	4
MRKT 3531	Brand Planning and Strategy	4
MRKT 3532	Personal Brand Management	1
MRKT 3534	Conceptual Brand Thinking	4
MRKT 3570	Marketing Law	4
MRKT 3597	Internship	1
MRKT 3598	Special Studies	1-4
MRKT 4510	Advertising and Promotion Management	4
MRKT 4515	Managing Retail and Service Businesses	4
MRKT 4517	Customer Analytics	4
MRKT 4521	Adaptive Media and Analytics	4
MRKT 4523	Historical Survey of Business and Capitalism in Society	4
MRKT 4524	Sustainable Marketing Enterprises	4
MRKT 4525	Competitive Strategy	4
MRKT 4527	Customer Relationship Management Analytics	4
MRKT 4531	Creative Brand Management	4
MRKT 4532	Advertising Account Management	1
MRKT 4533	Psychology of Health and Marketing	4
MRKT 4534	Bottom-up Marketing Innovation	4
MRKT 4535	Public Policy and Marketing	4
MRKT 4536	Professional Selling	4
MRKT 4543	Brands, Celebrities, and the Arts	4
MRKT 4545	New Product Development	4
MRKT 4546	Brand Management	4

MRKT 4547	Strategic Marketing Decision Making	4
MRKT 4553	Non-Profit Marketing	2
MRKT 4555	Business-to-Business Marketing	4
MRKT 4556	Supply Chain Management and Logistics	4
MRKT 4561	Managing User Experience	4
MRKT 4563	New Perspectives for Understanding Markets	4
MRKT 4565	The Psychology of Selling and Consuming	4
MRKT 4566	Pricing Goods and Services	4
MRKT 4573	Sports Marketing	4
MRKT 4574	Entertainment Marketing	4
MRKT 4576	Marketing Strategy in the Global Environment	4
MRKT 4583	Modern Consumer Culture	4
MRKT 4593	Brand Storytelling	4
MRKT 4595	Value Creation and Marketing Accountability	4
MRKT 4598	Special Studies	1-4
MRKT 4599	Independent Studies	1-4

Note:

Students in the Marketing major begin by completing the Business core marketing course, BCOR 3510 Marketing and Business Communications, which is a required core business class for all business and accounting majors. **It is strongly recommended that students complete BCOR 3510 Marketing and Business Communications during the fall semester of sophomore year.** In the sophomore year, students choose one of the four specialized Marketing Curriculum Pathways or General Marketing. At the beginning of their junior year, students commence coursework toward their chosen Pathway or General Marketing: The four pathways are: Applied Learning in Societal Transformation (A-LIST), Congruity of Interests (COIN), Marketing Analytics (MA), or the M-School Pathway. Note that admission into the M-School Pathway is competitive and based on an application process taking place in the students' sophomore year. Once in a Pathway, students must first complete the specific Foundational course(s) within that Pathway before taking any advanced MRKT elective courses or the required Capstone course within that respective Pathway. General Marketing and Marketing Curriculum Pathways all require MRKT 3512 Customer Insights, with BCOR 3510 Marketing and Business Communications as a prerequisite. It is strongly recommended that all marketing students complete MRKT 3512 Customer Insights before the start of their junior year. The additional foundational courses within the respective pathways are MRKT 3513 Rethinking the Marketplace (A-LIST Pathway), MRKT 3516 Company and Customer Mutualism (COIN Pathway), MRKT 4517 Customer Analytics (MA Pathway), and MRKT 3521 The New World of Branding and Advertising (M-School Pathway). For all pathways, students must complete 20 units for the major.

Requirements for the Marketing Major Are Specific to Each Pathway

Students in the General Marketing program will complete MRKT 3512 Customer Insights, at least one Pathway foundational course (MRKT 3513 Rethinking the Marketplace, MRKT 3516 Company and Customer Mutualism, MRKT 4517 Customer Analytics, MRKT 3521 The New World of Branding and Advertising), and three upper-division MRKT electives including at least two 4000-level courses. Please note that Pathway prerequisites are applicable to General Marketing students.

Students in the A-LIST Pathway will complete MRKT 3512 Customer Insights and MRKT 3513 Rethinking the Marketplace, one advanced MRKT elective course chosen from among those specifically designated

as A-LIST electives, one advanced MRKT elective course chosen either from the A-LIST elective or other MRKT electives, and the capstone MRKT 4593 Brand Storytelling course.

Students in the COIN Pathway will complete MRKT 3512 Customer Insights and MRKT 3516 Company and Customer Mutualism, one advanced MRKT elective course chosen only from among those specifically designated as COIN electives, one advanced MRKT elective course chosen either from the COIN electives or any other 4000-level MRKT elective (or MRKT 3513 Rethinking the Marketplace or MRKT 3521 The New World of Branding and Advertising), and the capstone MRKT 4595 Value Creation and Marketing Accountability.

Students in the MA Pathway must complete MRKT 3512 Customer Insights, MRKT 4517 Customer Analytics, MRKT 4527 Customer Relationship Management Analytics, one upper-division MRKT elective, and the capstone MRKT 4547 Strategic Marketing Decision Making course.

Alternatively, after completing BCOR 3510 Marketing and Business Communications, Marketing students can apply for admittance into the M-School program during the spring semester of their sophomore year. Admittance is competitive and not guaranteed; however, if accepted into the M-School, students are required to complete, in addition to MRKT 3512 Customer Insights, four M-School specific classes in order to meet the requirements of the Marketing major. Required classes include the foundational MRKT 3521 The New World of Branding and Advertising course and the capstone MRKT 4531 Creative Brand Management course. After completing MRKT 3512 Customer Insights and MRKT 3521 The New World of Branding and Advertising, students will complete two additional required courses among the following M-School courses: MRKT 3531 Brand Planning and Strategy, MRKT 3533 Production Tools and Techniques, MRKT 3534 Conceptual Brand Thinking, MRKT 4521 Adaptive Media and Analytics and MRKT 4538 Full Funnel Marketing. The fifth and final M-School course is MRKT 4531 Creative Brand Management, taken senior year, spring semester.

Please note that students will be permitted to begin taking their foundational course and associated required or advanced elective courses within a Pathway only after completing BCOR 3510 Marketing and Business Communications. The Marketing major requires MRKT 3512 Customer Insights and four upper division courses beyond BCOR 3510 Marketing and Business Communications, regardless of the pathway selected. Requirements to complete the upper division courses for the general marketing major and each pathway are specified above.

Model 4-Year Plan–Bachelor of Business Administration–Marketing Major Curriculum

The following curriculum represents one possible order or sequence in which it is expected that students will take the various courses required for the B.B.A. (Marketing major) degree. Individual schedules may vary due to student qualifications, participation in Study Abroad programs, and course availability. In order to graduate within 4 years, a student should complete an average of 16 credits each semester.

Course	Title	Semester Hours
First Year		
Fall		
BCOR 1910	Business for Good	2
ECON 1050	Introductory Economics	4

FFYS 1000	First Year Seminar	4	University Core	4
University Core		4		
Semester Hours		14	Semester Hours	24
			Minimum Semester Hours	141-143
Spring				
ECON 2300	Introductory Statistics	4		
MATH 112	Calculus for Business	3		
RHET 1000	Rhetorical Arts	3-4		
University Core		4		
Elective		4		
Semester Hours		18-19		
Sophomore Year				
Fall				
BCOR 2110	Financial Accounting	4		
BCOR 2210	Legal Environment of Business	2		
BCOR 3510	Marketing and Business Communications	4		
University Core		4		
University Core		4		
University Core		3-4		
Semester Hours		21-22		
Spring				
BCOR 2120	Accounting Information for Decision Making	4		
BCOR 2710	Business Information Technology	4		
MRKT 3512	Customer Insights	4		
University Core		4		
Semester Hours		16		
Junior Year				
Fall				
BCOR 3410	Fundamentals of Finance	4		
BCOR 3610	Managing People and Organizations	4		
Elective		4		
One Marketing Pathway Foundation Course (dependent on pathway):		4		
MRKT 3513	Rethinking the Marketplace (A-LIST)			
MRKT 3516	Company and Customer Mutualism (COIN)			
MRKT 4517 or MRKT 3521	Customer Analytics (M-School) or The New World of Branding and Advertising			
Semester Hours		16		
Spring				
BCOR 3750	Analytics in Operations and Supply Chain Management	4		
BCOR 3860	International Business	4		
MRKT Pathway-Specific Required or Elective Course or General Marketing Elective course		4		
Elective		4		
Semester Hours		16		
Senior Year				
Fall				
BCOR 4910	Business Ethics and Sustainability	4		
MRKT Pathway-Specific Required or Elective Course		4		
Elective		4		
Elective		4		
Semester Hours		16		
Spring				
BCOR 4970	Strategic Management	4		
MRKT 4547	Strategic Marketing Decision Making	4		
MRKT Pathway-Specific Capstone Course (dependent on pathway):		4		
MRKT 4593	Brand Storytelling (A-LIST Pathway)			
MRKT 4595	Value Creation and Marketing Accountability (COIN Pathway)			
MRKT 4547	Strategic Marketing Decision Making (MA Pathway)			
MRKT 4531	Creative Brand Management (M-School Pathway)			
General Marketing Elective		4		
Elective		4		