

MARKETING, B.S.B.A.

Marketing focuses first and foremost on customers – understanding them, attracting them and maintaining their loyalty. In this way, marketing undertakes the management of demand. The Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) at Saint Louis University provides marketing majors with the practical skills and training to succeed in professional marketing positions worldwide. SLU graduates are creative in their approach to problem-solving, with an understanding of human behavior in its qualitative and quantitative dimensions.

Students pursuing the Bachelor of Science in Business Administration in Marketing network 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, sports and entertainment, communications and research.

The marketing program at Saint Louis University is one that is fully dedicated to student success by connecting us with a comprehensive network of resources and teachers that understand the industry and encourage students to operate at their highest potential."—Benjamin Poblocki, Class of 2022

Students may choose to pursue a minor in marketing (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-minor/>) in addition to their chosen business or nonbusiness major.

Curriculum Overview

Marketers develop and test product concepts, design merchandising and promotional campaigns, create and manage the relationship with the customer, collect and analyze information about the marketplace and create and carry out the sales plans that generate profit for the firm. Academic courses, therefore, undertake the analysis of buyer behavior, study integrated methods of marketing communications, and closely consider the management and implementation of a wide range of marketing strategies and tactics.

The Department of Marketing values and retains close ties with businesses and nonprofits. Many marketing classes introduce students to engaging guest speakers representing various businesses and nonprofit organizations. Annually, the marketing department hosts a Meet and Greet Event, which provides networking opportunities for students in the Marketing Club and members of the department's Advisory Board. The board includes experienced marketing executives as well as recent graduates who earned a marketing degree from the Chaifetz School of Business. The department also typically conducts a live case study in which a business professional presents an actual marketing problem they have faced (or are currently facing) and challenges the undergraduate marketing students to debate, discuss and help solve practical marketing problems. The department emphasizes data analytics in decision-making, focusing on marketing strategy and best practices in digital and social media contexts.

Students with multidisciplinary interests desiring to keep career options open may also find marketing a good fit. Students interested in health care management, sports business, international business and entrepreneurship often do focused studies in marketing.

Co-op³, Internships and Student Organizations

In today's competitive business environment, gaining career-related experience before graduation is imperative. Recognizing this necessity, the Chaifetz School of Business launched a novel approach to cooperative education called Co-op (<https://www.slu.edu/business/current-students/co-op.php>)³, enabling students to work full time for six months while simultaneously earning course credit and income to pay for college. Students engage in executive leadership training with their Co-op³ supervisor and practice their new humanistic leadership skills while on the job. Additionally, St. Louis' metropolitan location provides numerous internship opportunities, allowing students to gain career-related work experience while applying classroom knowledge to practice. Most internships are paid, and students may opt to earn academic credit. In recent years, marketing students have interned with Fortune 500 corporations, advertising agencies, sports teams, nonprofits, national political parties and many other organizations. Whether or not a student chooses to earn course credit, the Chaifetz School of Business encourages all students to participate in at least one co-op or internship (or more!) to enhance their academic studies, understand the business world, develop business relationships and build work experience.

The Marketing Club allows students to learn about career paths in marketing and network with marketing professionals. The Marketing Club is certified by the American Marketing Association and regularly engages in activities designed to give students hands-on experiences with real world projects and networking opportunities.

Careers

Employers and graduate schools understand the value of a Chaifetz School of Business degree. Graduates join a global network of nearly 20,000 alumni from the Chaifetz School of Business. Our recent marketing graduates have earned employment at prestigious organizations such as Deloitte Consulting.

A wide range of opportunities exists for marketing graduates in advertising, market research, product management, public relations and sales with careers in fields such as:

- Personal selling or sales management
- International marketing specialist
- Sports marketer
- Social media or digital marketing manager
- Consulting
- Buyer

Admission Requirements

Begin Your Application (<https://www.slu.edu/apply.php>)

Saint Louis University also accepts the Common Application and the Coalition Application.

Freshman

All applications are thoroughly reviewed with the highest degree of individual care and consideration to all credentials that are submitted. Solid academic performance in college preparatory coursework is a primary criterion in reviewing a freshman applicant's file.

To be considered for admission to any Saint Louis University undergraduate program, the applicant must be graduating from an

accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test.

Transfer

Applicants must be graduates of an accredited high school or have an acceptable score on the GED or HiSET.

An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester credits (or 30 quarter credits) of college credit. Those having completed 24 credits or more of college credit need only submit a transcript from previously attended college(s).

Transfer students must have at least a cumulative 2.70 GPA to be admitted to the accounting program and a 2.50 GPA for all other majors. 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.

International Applicants

All admission policies and requirements for domestic students apply to international students, along with the following:

- You must demonstrate English Language proficiency (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/>).
- All academic records must include an English translation. An official course-by-course transcript evaluation may be required and accepted.

Tuition

Tuition/Fee	Cost Per Year
Undergraduate Tuition	\$58,960
University Fees	\$1,000

Additional charges may apply. Other resources are listed below:

Net Price Calculator (<https://www.slu.edu/financial-aid/tuition-and-costs/calculator.php>)

Cost of Attendance (<https://www.slu.edu/financial-aid/tuition-and-costs/cost-of-attendance.php>)

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer-current/tuition-summer-current.pdf>)

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- **Scholarships:** Scholarships are awarded based on academic achievement, service, leadership and financial need.
- **Financial Aid:** Financial aid is provided through grants and loans, some of which require repayment.

Saint Louis University makes every effort to keep our education affordable. In fiscal year 2025, 99.6% of first-time freshmen and 92% of all students received financial aid (<https://www.slu.edu/financial-aid/>) and students received more than \$517 million in aid University-wide.

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

For more information on scholarships and financial aid, visit the Office of Student Financial Services (<https://www.slu.edu/financial-aid/>).

Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world’s largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Approximately 5% of business schools worldwide have achieved AACSB accreditation.

Learning Outcomes

1. Graduates will be able to understand essential business concepts and how the various functional areas of business are related.
2. Graduates will be able to demonstrate knowledge of ethical concepts and corporate social responsibility and be able to evaluate business problems from multiple ethical perspectives.
3. Graduates will be able to identify and structure business problems and propose actionable solutions to business problems and, when applicable, utilize appropriate technology.
4. Graduates will be able to demonstrate effective written communication.
5. Graduates will be able to understand how cultures, politics, laws, ethics and economies influence and impact business and use tools and concepts to analyze and formulate an international business strategy.
6. Graduates will know be able to demonstrate an understanding of segmentation by identifying viable market segments, comparing different market segments, and recommending a target market segment.
7. Graduates will be able to design a marketing mix and marketing budget for a target market.
8. Graduates will be able to use data and models to analyze elements of the marketing mix (4 p’s), interpret results of the analysis, and make a recommendation.

Requirements

The Marketing B.S. requires eighteen major-specific credits in addition to coursework in the Business Common Body of Knowledge.

Code	Title	Credits
	UNIVERSITY UNDERGRADUATE CORE (https://catalog.slu.edu/academic-policies/academic-policies-procedures/university-core/)	32-35
	BUSINESS MAJOR REQUIREMENTS	78
	Program Requirements (https://catalog.slu.edu/colleges-schools/business/#coretext) ^A	12

Business Common Body of Knowledge (CBK) (https://catalog.slu.edu/colleges-schools/business/#coretext)	48
<i>Major-Specific Marketing Requirements</i> †	9
MKT 4400 Consumer Behavior	
MKT 4650 Marketing Analytics	
MKT 4900 Marketing Strategy	
<i>Major-Specific Marketing Electives</i> *	9
Select three of the following:	
MKT 3400 Integrated Marketing Communications	
MKT 3500 Sports Marketing	
MKT 3700 Digital Marketing	
MKT 3800 Qualitative Marketing Research	
MKT 3850 Quantitative 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	
UNIVERSITY ELECTIVES ‡	21
Total Credits	120

- ^ Note: Program Requirements also satisfy University Undergraduate CORE requirements.
- † In addition to completing lower and upper-division coursework in all areas of business, each student typically selects a business major before or during the first semester of the junior year. 18 major-specific credit hours are required as determined by the appropriate department. To broaden their expertise, students may complete more than one major in business, or a major and a minor in business. Outside of the Business Common Body of Knowledge (CBK), however, a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.
- * Students have an option to organize their required courses and electives into designated curricular tracks, as the following examples illustrate:
- Brand Management:** MKT 3400 Integrated Marketing Communications (3 cr), MKT 4550 International Marketing (3 cr), MKT 4600 Brand Management (3 cr)
- Business Development:** MKT 4440 Personal Selling (3 cr), MKT 4450 Sales Management (3 cr), MKT 4650 Marketing Analytics (3 cr)
- Marketing Analytics:** MKT 4400 Consumer Behavior (3 cr), MKT 4650 Marketing Analytics (3 cr)
- Marketing Communications:** MKT 3400 Integrated Marketing Communications (3 cr), MKT 4400 Consumer Behavior (3 cr), MKT 4600 Brand Management (3 cr)
- ‡ General electives may be selected from any area of study within the University, giving the student the opportunity to diversify their experiences. Students should consider University Undergraduate CORE attribute requirements when selecting electives.

Continuation Standards

Marketing students must maintain a 2.0 cumulative GPA in all courses used to fulfill the major-specific course requirements.

Students will be on program probation if their GPA in major-specific courses used to fulfill major requirements falls below a 2.00. Students

will have one semester to increase their major-specific cumulative GPA to a 2.00; if not, students will not be allowed to register for 3000- or 4000-level major-specific courses.

For more information regarding academic standing and dismissal from the University, see University Academic Policies and Procedures (<https://catalog.slu.edu/academic-policies/academic-policies-procedures/>).

Roadmap

This roadmap is just one example of a semester-by-semester plan of study for this program. There are other plans students can and do take. The plan of study for each particular student is established in consultation with each student's academic advisor; *this roadmap does not replace academic advising appointments.*

Roadmap notes:

- This Roadmap assumes full-time enrollment unless otherwise noted.
- Courses/Milestones marked with an "!" are critical and must be completed in the semester listed in the Roadmap to ensure a timely graduation.
- Course availability and sequencing are subject to change.

Course	Title	Credits
Year One		
Fall		
BIZ 1000	Business Foundations ¹	1
CMM 1200 or CMM 1250	Public Speaking ² or Communicating in Groups and Teams	3
CORE 1000	Ignite First Year Seminar ¹	2
CORE 1900	Eloquentia Perfecta 1: Written and Visual Communication ¹	3
CORE 3800	Ways of Thinking: Natural and Applied Sciences	3
Elective in Business or Other Areas (MATH 1200, if appropriate)		3
Credits		15
Spring		
BIZ 1100/1002	Business in Action	1
CORE 1600	Ultimate Questions: Theology	3
CORE 1700	Ultimate Questions: Philosophy	3
ECON 1900	Principles of Economics	3
MATH 1320 or MATH 1510	Survey of Calculus ² or Calculus I	3
OPM 2070	Introduction to Business Statistics	3
Credits		16
Year Two		
Fall		
ACCT 2200	Financial Accounting	3
BTM 2000	Introduction to Business Technology Management	3
CORE 2500	Cura Personalis 2: Self in Contemplation	0
ECON 3120	Intermediate Macroeconomics	3
IB 2000	Introduction to International Business	3
MKT 3000	Introduction to Marketing Management	3
Credits		15

Spring		
ACCT 2220	Accounting for Decision Making	3
BIZ 3000	Career Foundations ³	1
BTM 2500	Data Modeling, Analysis and Visualization	3
CORE 3400	Ways of Thinking: Aesthetics, History, and Culture	3
ECON 3140	Intermediate Microeconomics	3
MGT 3000	Management Theory and Practice	3
Credits		16
Year Three		
Fall		
CORE 2800	Eloquentia Perfecta 3: Creative Expression	3
ENGL 4000	Professional Writing	3
FIN 3010	Principles of Finance	3
MKT 4400	Consumer Behavior	3
PHIL 2050	Ethics	3
Credits		15
Spring		
MGT 2000	Legal Environment of Business I	3
OPM 3050	Introduction to Management Science and Operations Management	3
Elective that Satisfies University Core Attribute: Identities in Context		3
Marketing Major Elective		3
Marketing Major Elective		3
Credits		15
Year Four		
Fall		
CORE 4000	Collaborative Inquiry	3
CORE 4500	Reflection-in-Action	0
MKT 4650	Marketing Analytics	3
Marketing Major Elective		3
Elective in Business or Other Areas		6
Credits		15
Spring		
MGT 4000	Strategic Management and Policy ⁴	3
MKT 4900	Marketing Strategy	3
Electives in Business or Other Areas		7
Credits		13
Total Credits		120

¹ Must complete in first 36 credit hours at SLU.

² Must complete in first 60 credit hours at SLU.

³ Must take second semester sophomore year unless studying abroad.

⁴ Must have completed all other Business Common Body of Knowledge courses.

Madrid

Marketing concerns the challenge of winning and keeping customers. The Richard A. Chaifetz School of Business marketing program at Saint Louis University-Madrid provides students with the practical skills and training necessary to succeed in professional marketing positions worldwide. Marketing is present in countless facets of our everyday life. SLU-Madrid's major in marketing transforms students into active

decision-makers in this complex area of business that seamlessly combines scientific, technical and artistic disciplines.

Curriculum Overview

Students will gain an understanding of the complete marketing process, from consumer behavior to market research, to promoting a finished good in the market. Several paths of study are available, which allow students to focus on a particular aspect of marketing, such as digital marketing, product management, data analysis, retail marketing or integrated marketing communications.

Marketing is so central to our society that its studies can be combined with a business core, a communications major, any science degree, or even a humanities-related bachelor's degree.

The marketing academic curriculum is completely integrated with the St. Louis campus, making switching between the two easy. In fact, you'll be encouraged to take advantage of the seamless relationship between the degree programs at each campus by completing a semester abroad.

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

Faculty

The faculty at Saint Louis University-Madrid are experts in their respective fields. They are internationally recognized teachers, researchers and mentors. Learn about our faculty members (<https://www.slu.edu/madrid/academics/faculty/faculty-profiles.php>), including their education, credentials, experience and contact information.

Faculty Research

The SLU-Madrid faculty maintains robust programs of research in a variety of fields. See below for more data.

Find Faculty Research Information (<https://www.slu.edu/madrid/academics/faculty/faculty-research.php>)

Find Research Resources (<https://www.slu.edu/madrid/academics/faculty/research-resources.php>)

Fieldwork, Internships and Careers

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

The marketing program is interdisciplinary and prepares students for careers in areas such as sales management or 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.

Admission

SLU-Madrid Application (<https://www.slu.edu/madrid/apply.php>)

Application Deadlines

- April 1 - Fall admission (July 1 for EU students)
- Aug. 1 - Spring admission (Nov. 1 for EU students)
- March 1 - Summer sessions (for applicants who require a student visa)
- April 15 - Summer sessions (for applicants who do not require a student visa)

Contact Us

Office of Admissions

Avenida del Valle, 34

28003 Madrid, Spain

P. (+34) 91 554 58 58

admissions-madrid@slu.edu

Office Hours: Mondays through Fridays: 9 a.m. to 6 p.m. (3 p.m. on Fridays from May 15 - Sept. 1)

Tuition and Fees

SLU-Madrid is committed to providing a quality Jesuit education at an affordable price. Tuition rates at SLU-Madrid are approximately 40% lower than at comparable private universities in the U.S.

If you have questions or would like to speak with a financial aid officer, email us at financialaid-madrid@slu.edu.

- Tuition and Fees (<https://www.slu.edu/madrid/admissions/tuition-fees.php>)
- Scholarships and Financial Aid (<https://www.slu.edu/madrid/admissions/scholarships-financial-aid.php>)

2+SLU

2+SLU programs provide a guided pathway for students transferring from a partner institution.

- Marketing, B.S.B.A. (Jeffco 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/jeffco/marketing/>)
- Marketing, B.S.B.A. (MAC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/mac/marketing/>)
- Marketing, B.S.B.A. (STLCC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/stlcc/marketing/>)

Contact Us

For questions about undergraduate business programs, please email slubiz@slu.edu or call 314-977-3800.