



Major Declaration

# MARKETING

Name: \_\_\_\_\_

DePaul ID: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_

State, ZIP: \_\_\_\_\_

What concentration are you completing (select all that apply):

- Integrated Marketing Education** (IME Honors)  
  **Multicultural Marketing**  
  **Sales Leadership**  
  **Standard**

*Students completing the **Multicultural Marketing** concentration must complete a program application in the Marketing Department after declaration; students completing the **Sales Leadership** concentration must complete a program application in the Marketing Department before declaration. Participation in **IME Honors** requires application and program acceptance.*

In which college are you currently enrolled? \_\_\_\_\_

Are you a double major?     Yes    No    If yes, list other major: \_\_\_\_\_

If are a double major, which is your primary major? \_\_\_\_\_

*The requirements listed on this form are taken from the Winter 2007-2008 Course Catalog and are in effect for students declaring the major through September 9, 2008. My signature acknowledges that I have reviewed the requirements related to this major and understand that any change to my major declaration must be done through the Commerce Undergraduate Program Office.*

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

*This area for office use only*

GPA	_____	DPU Hours	_____	IC grades > C ?	_____	If not, IC GPA	_____
BMS 125	_____	BMS 126	_____	BMS 142	_____	ECO 105	_____
ECO 106	_____	ACC 101	_____	ACC 102	_____	BLW 201	_____
MKT 301	_____	MKT 310	_____				
MKT 202	_____	MKT 305	_____	MKT 359	_____	MKT Elective	_____
MKT Elective	_____	MKT Elective	_____	MKT Elective	_____		
MKT grades > C?	_____	If not, MKT GPA	_____	Date	_____	Evaluator	_____

Approved?    Yes    No    \_\_\_\_\_

Declaration accepted:

\_\_\_\_\_  
Chair of the Marketing Department

\_\_\_\_\_  
Date

# MARKETING

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## Declaration of the Major

To declare a major in Marketing, a student must meet the following requirements:

- Completion of 28 hours at DePaul University
- Completion of the Introductory Commerce courses with
  - A minimum grade of C- in each course
  - A minimum grade point average of 2.0 for the combined courses
- A minimum cumulative DePaul grade point average of 2.0 (*note: 2.5 required after 09/09/2008*)
- A minimum Marketing grade point average of 2.0
- No grades of IN, R, M or lower than C- in any MKT course or course used toward the Marketing major
- Completion of MKT 301 and MKT 310 with minimum grades of C-

Students are allowed to complete more than one Marketing concentration.

Students completing the **Multicultural Marketing** or **Sales Leadership** concentrations must complete a program application in the Marketing Department (DPC 7500) before declaration. Participation in **IME Honors** requires application and program acceptance.

## Course Requirements

In addition to MKT 301 and MKT 310, a student majoring in Marketing is required to complete the following courses for the major based on concentration chosen:

### Integrated Marketing Education Concentration

1. MKT 202 Quantitative Methods in Marketing (or equivalent)
2. MKT 356 Marketing Analysis and Planning (8 hours)
3. MKT 357 Management of Marketing (8 hours)
4. MKT 358 Marketing in a Global Environment
5. MKT 393 Marketing Internship

### Multicultural Marketing Concentration

1. MKT 202 Quantitative Methods in Marketing (or equivalent)
2. MKT 305 Introduction to Marketing Research
3. MKT 315 Strategic Tools for Marketers
4. MKT 340 Marketing Across Cultures: A Cultural Perspective on Latin Markets
5. MKT 341 Integrated Marketing Communications for Hispanic Markets
6. MKT 359 Advanced Marketing Management
7. MKT 393 Marketing Internship with a Hispanic Marketer

It is also **highly recommended** but not required that students in this concentration take the following electives to broaden their backgrounds: **MKT 376 Effective Business Communication—Commerce** students have a communications requirement which can be fulfilled by CMN 212, CMN 220 or MKT 376, but MKT 376 is the Marketing Department's recommendation for this requirement; **SPN 320 Commercial Spanish** and/or demonstrate proficiency in Spanish through that department's classes or testing procedures; any courses that might fit into the student's Global Perspective requirement in studying the history or culture of Spanish speaking countries.

### Sales Leadership Concentration

1. MKT 202 Quantitative Methods in Marketing (or equivalent)
2. MKT 305 Introduction to Marketing Research
3. MKT 359 Advanced Marketing Management
4. MKT 376 Effective Business Communication
5. MKT 377 Fundamentals of Sales and Networking
6. Sales Leadership Elective
7. Sales Leadership Elective

Sales Leadership Electives must be chosen from MKT 378 Sales Strategy and Technology, MKT 379 Leadership in Sales Organizations, MKT 380 Strategic Framework for Targeting Retail Consumers, MKT 398 Special Topics: Building Financial Relationships or MKT 398 Special Topics: Category Management.

### Standard Marketing Concentration

1. MKT 202 Quantitative Methods in Marketing (or equivalent)
2. MKT 305 Introduction to Marketing Research
3. MKT 315 Strategic Tools for Marketers
4. MKT 359 Advanced Marketing Management
5. MKT Elective
6. MKT Elective
7. MKT Elective

Electives must be chosen from MKT 320 Principles of Advertising, MKT 331 Retail Management, MKT 340 Marketing Across Cultures: A Cultural Perspective on Latin Markets, MKT 341 Integrated Marketing Communications for Hispanic Markets, MKT 352 New Product Management, MKT 360 International Marketing, MKT 365 Business to Business, MKT 370 Personal Selling, MKT 376 Effective Business Communication, MKT 377 Fundamentals of Sales and Networking, MKT 378 Sales Strategy and Technology, MKT 379 Leadership in Sales Organizations, MKT 380 Strategic Framework for Targeting Retail Consumers, MKT 390 Service Marketing, MKT 393 Marketing Internship, MKT 395 Interactive/Internet Marketing, MKT 398 Special Topics (multiple topics may be used), MKT 399 Independent Study and ICS 350 International Business Seminar (may be used once).

## Degree Requirements

All MKT courses and any courses used toward the MKT major must be completed with a minimum grade of C-.

All MKT courses and any courses used toward the MKT major must equal a minimum grade point average of 2.0 when combined.