



Concordia University Chicago

Marketing (BA/BS)

Study details

Course type: Bachelor's degree

Degree: BA/BS in Marketing

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 37 740 USD

Reg. fee : 96 USD

Scholarship :

Insurance : N/A USD

Intake/s

Aug/Jan/May

Requirements

To apply, you will need the following:

- A completed admission application for Concordia University Chicago.
- Official transcripts of all college coursework from each institution you have attended.
- Foreign transcripts evaluated by a Concordia-Chicago-approved international credentialing service. Concordia-Chicago accepts evaluations from Educational Credential Evaluators (ECE).
- A certified document pledging financial support for your first year of study and without any unexpected events, and enough funding from the same or an equally dependable source for the following years.
- Proof of graduation from a secondary school.
- A transfer verification form for students transferring from a school in the United States.
- Proof of English proficiency, via one of the following:
 - A score of at least 72 (internet-based) on the Test of English as a Foreign Language (TOEFL) — Concordia-Chicago's DI code is 1140
 - A score of 6.0 on the International English Language Testing System (IELTS)
 - Successful completion of Level 112 at an ELS Language School (ELS) or a certificate of completion of program from an English Language Institute (ELI), along with a recommendation of the program director
 - Duolingo test with a minimum score of 95

Accommodation

Description	Per Year	Per Semester	Notes
Room & Board			
Room	\$6,772.00	\$3,386.00	
Board	\$5,100.00	\$2,550.00	
Total Room & Board**	\$11,872.00	\$5,936.00	\$200.00 annual reservation fee students
Total (Resident)	\$50,670.00	\$25,335.00	

Speciality

Description	Per Year	Per Semester
Technology Fee	\$436.00	\$218.00
Wellness/Medical Fee	\$160.00	\$80.00

Student Activity Fee	\$356.00	\$178.00
Registration and Records Fee	\$96.00	\$48.00
Green Fee	\$10.00	\$5.00
Total (commuter)	\$38,798.00	\$19,399.00

Additional information

Program Overview

We offer two marketing degrees: a Bachelor of Arts and a Bachelor of Science in Business Administration with emphasis in marketing.

Our rigorous but flexible degree programs build students' critical knowledge of business and business issues. Faculty and staff are dedicated to providing students with a well-rounded learning experience by using the latest technology and engaging students with real-world business scenarios and hands-on learning exercises.

The Bachelor of Arts in marketing degree, which requires a 39-hour business core, is for students who want a broad liberal arts foundation with an emphasis in business. The Bachelor of Science, with a comprehensive curriculum, requires a 42-hour business core. If you have questions, a counselor with our Office of Admission can help as you decide on the Concordia-Chicago degree program that best matches your strengths and career interests.

The business core curriculum lays the foundation for your degree. These courses include:

- Accounting
- Economics
- Statistics
- Management
- Ethics
- Finance
- Marketing
- Business Law

Marketing courses are designed to sharpen your marketing knowledge, they include courses in the essentials of digital marketing, marketing research, consumer behavior and marketing communication. You will also choose electives from courses such as advanced business law, global marketing, new product development and retailing.

Beyond the Classroom

Valuable internship experiences offer opportunities for students to receive academic credit while gaining practical work experience in the marketing field.

Our campus location, close to downtown Chicago, means easy access to exciting internship and networking opportunities with businesses ranging from large corporations to small startups, nonprofit and other organizations engaged in a variety of industries and activities.

Some of the companies recently hiring CUC students include:

- Apex Systems
- Enterprise
- Esurance
- Morgan Stanley Wealth Management

- Northwestern Mutual
- Palace Sports Entertainment
- SmithBucklin
- Walt Disney World