

MARKETING AND MANAGEMENT

Management

For the degree of Bachelor of Science in Business Administration (BSBA) with Management as the major field of concentration, students must choose one of the following five tracks:

- Business Ethics (<http://catalog.creighton.edu/undergraduate/business/marketing-management/business-ethics/>)
- Entrepreneurship (<http://catalog.creighton.edu/undergraduate/business/marketing-management/general-entrepreneurship/>)
- Human Resource Management (<http://catalog.creighton.edu/undergraduate/business/marketing-management/human-resources-management/>)
- Military Management (ROTC students only) (<http://catalog.creighton.edu/undergraduate/business/marketing-management/military-management/>)
- 4-Year Pre-Law (<http://catalog.creighton.edu/undergraduate/business/marketing-management/prelaw/>)

Marketing

The degree of Bachelor of Science in Business Administration with Marketing as the major field of concentration is a program designed for students interested in careers in marketing (and related fields), providing preparation for jobs in branding, advertising, retailing, public relations, digital marketing, media design, marketing research, data analytics, marketing strategy, sales, product management, and services marketing, among many others. No more than six credit hours may be counted toward both a marketing major and any other major or track within the business school. Substitutions for marketing electives may be made only with the formal approval of the Department Chair. Students considering marketing as a major are advised to take MKT 319 Principles of Marketing before the fall semester of their junior year.

Students majoring in Marketing must choose one of the following four tracks:

- General Marketing (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing/>)
- Strategic Communications (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-strategic-communications-track/>)
- Customer Analytics (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-customer-analytics-track/>)
- Sports Business (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-sports-business-track/>)

Majors in Management

- Management: Business Ethics Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/business-ethics/>)
- Management: Entrepreneurship Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/general-entrepreneurship/>)

- Management: Human Resources Management Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/human-resources-management/>)
- Management: Military Management Track (ROTC students only) (<http://catalog.creighton.edu/undergraduate/business/marketing-management/military-management/>)
- Management: 4-Year Pre-Law Trac (<http://catalog.creighton.edu/undergraduate/business/marketing-management/prelaw/>)k

Majors in Marketing

- Marketing: General Marketing Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing/>)
- Marketing: Strategic Communications Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-strategic-communications-track/>)
- Marketing: Customer Analytics Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-customer-analytics-track/>)
- Marketing: Sports Business Track (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-sports-business-track/>)

BSBA/M.S. Accelerated Programs

- Accelerated BSBA-Management + MS-Integrative Health and Wellness (<http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-ihw-amp/>)
- Accelerated BSBA-Management + MS-Organizational Leadership (<http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-orgl-amp/>)
- Accelerated BSBA-Marketing + MS-Organizational Leadership (<http://catalog.creighton.edu/undergraduate/business/marketing-management/bsba-mgt-ms-orgl-amp/>)

Minors in Management

- Entrepreneurship (<http://catalog.creighton.edu/undergraduate/business/marketing-management/social-entrepreneurship-minor/>)
- Marketing (<http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing-minor/>)