MARKETING AND MANAGEMENT

Management
For the degree of Bachelor of Science in Business Administration (BSBA) with Management as the major field of concentration, students may choose from seven tracks:

• Business Ethics
• General Entrepreneurship
• Human Resource Management
• Military Management (ROTC students only)
• 4-Year Pre-Law
• Social Entrepreneurship

Marketing
For the degree of Bachelor of Science in Business Administration with Marketing as the major field of concentration, this program is designed for students interested in general careers in marketing management and/or specific jobs in sales, service, retailing, advertising, marketing research, or customer analytics. The major consists of nine credit hours that examine core elements of marketing management and nine credit hours tailored to a student's particular interests. Students may choose a specialization within marketing, but are not required to do so. They may only specialize in one area within marketing. 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 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.

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
• Social Entrepreneurship (http://catalog.creighton.edu/undergraduate/business/marketing-management/social-entrepreneurship-minor/)

Majors in Management
• Management: Business Ethics Track (http://catalog.creighton.edu/undergraduate/business/marketing-management/business-ethics/)
• Management: General 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 Track (http://catalog.creighton.edu/undergraduate/business/marketing-management/prelaw/)
• Management: Social Entrepreneurship Track (http://catalog.creighton.edu/undergraduate/business/marketing-management/social-entrepreneurship/)

Majors in Marketing
• Marketing (http://catalog.creighton.edu/undergraduate/business/marketing-management/marketing/)