

International Marketing Concentration

Summary of Requirements

University Requirements

All new students are required to complete the university's General Education (GenEd (<http://bulletin.temple.edu/undergraduate/general-education>)) curriculum.

Note that students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University requirements current at the time of re-enrollment.

College Requirements

Students must meet College Graduation Requirements (<http://bulletin.temple.edu/undergraduate/fox-business-management/#requirementstext>) for the Bachelor of Business Administration, including the requirements of the major listed below. International Business students must maintain a 2.0 GPA overall and a 2.0 GPA in the major to graduate. To calculate the GPA in the major, use the major GPA calculator (<http://www.fox.temple.edu/advising/students/gpa-calculator>).

Major Requirements

Students must follow the Major Requirements and College Requirements current at the time of declaration. Students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University, College, and Major requirements current at the time of re-enrollment.

Requirements of International Marketing Concentration

Undergraduate students may earn a Bachelor of Business Administration (B.B.A.) degree in International Business Administration (IB) with a concentration in International Marketing. Students are strongly encouraged to pursue a complementary major or minor to enhance their professional marketability by specializing in a functional area of business and/or pursuing area studies expertise.

Code	Title	Credit Hours
Foreign Language Requirement		
(All students must be proficient in two languages)		
Major Requirements		
IB 3596	Global Entrepreneurship	3
IB 4587	International Business Practicum ¹	3
IB/MKTG 3553	International Marketing	3
Select one Geographical Area IB course:		3
IB 2501 or ASST 2511	Fundamentals of Asian Business Introduction to Asian Business	
IB/LAS 2502	Fundamentals of Latin American Business	
IB 2503	Fundamentals of European Business	
IB 2504	Fundamentals of Business in Africa and the Middle East	
IB 2509	Short Study Trip Abroad: Doing Business in a Foreign Country	
Concentration Requirements		
IB 3581 or IB 3585	International Business Internship International Business Internship	3
Select two of the following:		6
MKTG 3501	Integrated Marketing Communications	
MKTG 3504	Sales and Sales Management	
MKTG 3505	Entrepreneurial Marketing	
MKTG 3508	Digital Marketing	
MKTG 3511	Marketing Research	

Total Credit Hours

21

¹ This major capstone is taken in the final semester, and all prerequisites must be met.

Suggested Academic Plan

Bachelor of Business Administration in International Business Administration: International Marketing Concentration

Requirements for New Students starting in the 2018-2019 Academic Year

Please note that this plan is suggested only, ensuring prerequisites are met.

Year 1		Credit Hours
Fall		
STAT 1001	Quantitative Methods for Business I	3
ECON 1101	Macroeconomic Principles	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
Foreign Language or Free Elective		3-4
Term Credit Hours		16-17
Spring		
STAT 1102	Quantitative Methods for Business II	4
ECON 1102	Microeconomic Principles	3
LGLS 1101	Legal Environment of Business	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
Foreign Language or Free Elective		3-4
Term Credit Hours		16-17
Year 2		
Fall		
STAT 2103	Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)	4
ACCT 2101	Financial Accounting	3
MIS 2101	Information Systems in Organizations	3
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
Foreign Language or Free Elective		3
Term Credit Hours		16
Spring		
ACCT 2102	Managerial Accounting	3
MKTG 2101	Marketing Management	3
BA 2101	Professional Development Strategies	1
BA 2196	Business Communications [WI]	3
RMI 2101	Introduction to Risk Management	3
Foreign Language or Free Elective		3
Term Credit Hours		16
Year 3		
Fall		
FIN 3101	Financial Management	3
MSOM 3101	Operations Management	3
BA 3102	Business Society and Ethics	3
IB 3101	Fundamentals of International Business	3
Select one Geographical Area IB course:		3
IB 2501 or ASST 2511	Fundamentals of Asian Business	
IB 2502 or LAS 2502	Fundamentals of Latin American Business	
IB 2503	Fundamentals of European Business	
IB 2504	Fundamentals of Business in Africa and the Middle East	
IB 2509	Short Study Trip Abroad: Doing Business in a Foreign Country	
Term Credit Hours		15
Spring		

BA 3103	Integrative Business Applications	3
IB 3553 or MKTG 3553	International Marketing	3
IB 3596	Global Entrepreneurship [WI]	3
GenEd Breadth Course		3
GenEd Breadth Course		3

	Term Credit Hours	15
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Year 4

Fall

BA 4101	Global Business Policies	3
Select two of the following:		6
MKTG 3501	Integrated Marketing Communications	
MKTG 3504	Sales and Sales Management	
MKTG 3505	Entrepreneurial Marketing	
MKTG 3508	Digital Marketing	
MKTG 3511	Marketing Research	

GenEd Breadth Course		3
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GenEd Breadth Course		3
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	Term Credit Hours	15
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Spring

IB 4587	International Business Practicum	3
IB 3581 or 3585	International Business Internship	3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3

	Term Credit Hours	15
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	Total Credit Hours:	124-126
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