

International Business BBA with International Marketing Concentration

Overview

The **Bachelor of Business Administration in International Business**, offered by the Department of Management, uniquely prepares students for the global economy through project-based courses, internships and transformative study abroad opportunities. The nationally recognized Fox International Business (IB) program, which has been supported by Temple University since the 1970s and the U.S. Department of Education since 2000 (CIBER grant), offers two options: an International Business major with six job market/employer-facing concentrations and an International Business Administration minor.

Students who wish to pursue the IB major **must select one of the following concentrations** to align their interest with those of employers:

- International Economics Concentration
- International Entrepreneurship Concentration
- International Finance Concentration
- International Marketing Concentration
- International Sales and Business Development Concentration
- International Supply Chain Management, Transportation and Logistics Concentration

Students are required to prove proficiency in a foreign language or waive that requirement through testing. In addition, it is highly recommended, but not required, for students to study abroad.

Careers and Placements

- **International Economics:** Manage or consult on projects in international organizations, government agencies, or non-governmental organizations.
- **International Entrepreneurship:** Manage operations in a small international firm or launch your own born-global venture.
- **International Finance:** Operate international aspects of the banking sector, including currency exchange or international payment methods for the bank's corporate clients involved in international business.
- **International Marketing:** Conduct international market research, lead product development, manage global or local lines of products and decide which marketing policies must be adapted to local conditions.
- **International Sales and Business Development:** Solicit new international clients while growing relationships with existing clients. Language proficiency, cultural sensitivity, and social negotiation skills are essential.
- **International Supply Chain Management, Transportation and Logistics:** Take charge of delivering products from various points across the globe in a safe and efficient manner. This is a detail-and-customer-oriented career in a fast-paced, high-pressure work environment.

Entry-level positions: Import/Export Coordinator, Foreign Affairs Analyst, Immigration Specialist, Business Analyst, Language Specialist, Operations Specialist/Analyst, Digital Marketer, International Researcher, Marketing & Business Development Associate, Global Mobility Services Associate, Business Strategy Associate, International Sales Coordinator, Logistics Coordinator.

Post entry-level positions: Administrative Manager, Global Business Manager, Business Analyst, Business Consultant, Trade Settlement Analyst, Executive Director, Senior Accountant, Project Management Consultant, Client Relationship Specialist.

Getting the Most Out of Your Major

Through specialized courses and experiences, students can focus on projects and the real world, not just textbooks. These courses include Global Entrepreneurship (IB 3596), International Internship (IB 3581/IB 3585) in Philadelphia, Rome or Tokyo, Short-term Study Abroad (IB 2509), and International Consulting (IB 4587). These courses uniquely prepare students to thrive anywhere, in either global Philadelphia or sunny Barcelona.

IB students often decide to immerse themselves in a foreign country and can spend a semester or more at the Temple University Rome campus or the Temple University Tokyo campus. Students can also go on exchange to any of our multiple partner locations: Paris or Lyon, France; Dublin, Ireland; London, UK; Oviedo, Spain; Seoul, South Korea; etc.

In addition to these international partners and campuses abroad, the Fox IB program is deeply connected to the local and regional ecosystem of international managers, companies, chambers of commerce and government agencies. The student-led International Business Association (IBA) facilitates interactions with these local experts and hiring managers on a weekly basis. In addition, the IBA provides a social network to discover cultures, languages and careers while also giving back through philanthropy.

Lastly, the top IB students are invited to join the prestigious IB Honor Society (Beta Gamma Sigma), which includes Marillynn Hewson (former Chairman, President and CEO of Lockheed Martin), Alan Greenspan (former Chairman of the Federal Reserve) and Ann-Marie Campbell (Executive Vice President of U.S. stores and international operations, Home Depot).

Campus Location: Main

Program Code: BU-IB-BBA

Minors and Certificates

International Business Administration Minor

The International Business Administration minor is the perfect complement to any major. This minor has attracted students from six different Temple colleges to make diversity through interdisciplinary pedagogy a reality. Students who wish to pursue this minor can select the geographic region of their choice through any IB 2500-level course: Asia, Africa and the Middle East, Europe, or Latin America. Neither mastery of a foreign language nor study abroad are required for the International Business Administration minor.

Other Department of Management Minors

- Entrepreneurship and Innovation Management Minor
- Organizational Leadership Minor
- Sales Minor

IB-related Certificates

The following interdisciplinary certificates are offered to enhance a student's international understanding and readiness for the global economy.

- Asian Business and Society
- Spanish and Latin American Studies for Business

Contact Information

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Learn more about the Bachelor of Business Administration in International Business.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

University Requirements

All new students are required to complete the university's General Education (GenEd) 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 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.

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 (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 3101	Fundamentals of International Business	3
IB 3596	Global Entrepreneurship	3
IB 4587	International Business Practicum ¹	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 ² International Business Internship	3
Any Marketing course at the 3000 level or above		3
Total Credit Hours		18

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The major capstone should be taken after all prerequisites are met.

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Either IB 3581 or IB 3585 must be completed as part of the concentration.

Suggested Academic Plan

Bachelor of Business Administration in International Business with International Marketing Concentration

Suggested Plan for New Students Starting in the 2023-2024 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 or ENG 0812 or ENG 0902	Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
Foreign Language or Free Elective		3-4
Credit Hours		16-17
Spring		
STAT 1102	Quantitative Methods for Business II	4

ECON 1102	Microeconomic Principles	3
BA 1103	Legal and Ethical Reasoning in Business	3
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life	3
Foreign Language or Free Elective		3-4
Credit Hours		16-17
Year 2		
Fall		
ACCT 2103	Financial and Managerial Accounting for Decision Making	4
STAT 2103	Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)	4
MIS 2101	Digital Systems	3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
Foreign Language or Free Elective		3
Credit Hours		17
Spring		
MKTG 2101	Marketing Management	3
BA 2101	Professional Development Strategies	1
BA 2196	Business Communications	3
Select one of the following: ¹		3
BA 2501	Turning Numbers into Knowledge: Visualizing Data	
BA 2502	Business Analytics: Modern Data Science Techniques	
RMI 2101	Introduction to Risk Management	3
Foreign Language or Free Elective		3
Credit Hours		16
Year 3		
Fall		
FIN 3101	Financial Management	3
MSOM 3101	Operations Management	3
IB 3101	Fundamentals of International Business	3
Select one Geographical Area IB course:		3
IB 2501 or ASST 2511	Fundamentals of Asian Business or Introduction to Asian Business	
IB 2502 or LAS 2502	Fundamentals of Latin American Business or 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	
Business Elective ²		3
Credit Hours		15
Spring		
IB 3596	Global Entrepreneurship	3
Business Elective ²		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Free Elective		2
Credit Hours		14
Year 4		
Fall		
BA 4102	Strategic Management	3
IB 3581 or IB 3585	International Business Internship or International Business Internship	3
Business Elective ²		3

GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Spring		
IB 4587	International Business Practicum	3
Any Marketing course at the 3000 level or above		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Total Credit Hours		124-126

1
Please check with your departmental advisor on which course is most appropriate for the major.

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2000-3999 electives can be selected from: ACCT, AS, BA, ECON, FIN, HRM, IB, LGLS, MIS, MKTG, RE, RMI, STAT, SCM, SGM. Please see your advisor for elective suggestions that match your career objectives.