

# Marketing BBA

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## Overview

Marketing activities provide critical economic functions for the success of organizations. Companies of all sizes must develop effective marketing strategies to reach customers; this requires an understanding of how to innovate and develop new products, create effective promotional programs, price products and services, and distribute these in a global marketplace. Offered by the Department of Marketing, the **Bachelor of Business Administration in Marketing** provides students with career-ready skills and professional development opportunities.

The Marketing curriculum focuses on today's key marketing activities and performance metrics. The program immerses students in the applied quantitative methods and the behavioral sciences necessary to address contemporary marketing challenges. Experiential and active learning are frequently used in the upper division curriculum; cases and simulations, along with projects—many offered in cooperation with business and government organizations—allow students to apply their experiences to real-life scenarios and build their resumes and competencies.

Students are encouraged to choose major elective course pairings within the major curriculum which offer specific in-depth coverage of topics and provide job-ready skills. These industry focused sequences include: Consumer Insights, Sales Force Effectiveness and Retailing Management.

Marketing majors have varied career choices, including advertising, media planning, social media, or account management; customer relationship management; data analytics; digital marketing; service marketing; marketing management; marketing research and consumer insights; marketing coordination for non-profit organizations such as hospitals and universities; sales and sales management; and wholesaling and retail management, including buying and allocations.

**Campus Locations:** Main and Online

**Program Code:** BU-MKTG-BBA

## Student Professional Organizations

### American Marketing Association

Marketing majors are encouraged to become involved in the American Marketing Association (AMA), a student professional organization that offers students the opportunity to develop their professional network in marketing. The AMA hosts bi-weekly meetings, professional speaker sessions and career development workshops. The AMA is open to all majors. For more information, please see the AMA web site or contact Sheri Lambert at [sheri.lambert@temple.edu](mailto:sheri.lambert@temple.edu) or 215-204-7533.

### Professional Sales Organization

Marketing majors may also be interested in joining the Professional Sales Organization (PSO), which seeks to develop sales excellence in students by teaching consultative negotiation, personal influence and effective communication techniques that will allow students to create solutions and build meaningful business relationships. In addition, PSO aims to foster high quality leadership development in students through opportunities in the organization's management team.

### Fashion & Business Club

The Fashion and Business Club (F&B) of Temple University serves as an outlet for students with an interest in both the fashion industry and the business world. F&B's main objective is to connect Temple students to the fashion and creative industries by providing members with the exposure, skills and networking opportunities needed to achieve their goals in these industries.

## Contact Information

Joydeep Srivastava, Marketing Department Chair  
Alter Hall, Room 515  
215-204-1620  
[jsrivastava@temple.edu](mailto:jsrivastava@temple.edu)

Melissa Glenn, Marketing Department Deputy Chair  
Alter Hall, Room 518  
215-204-4341  
[melissa.glenn@temple.edu](mailto:melissa.glenn@temple.edu)

Learn more about the Bachelor of Business Administration in Marketing.

*These requirements are for students who matriculated in academic year 2024-2025. Students who matriculated prior to fall 2024 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. Marketing students must attain an overall GPA of 2.0 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 the Marketing Major

Code	Title	Credit Hours
<b>Required Courses</b>		
MKTG 3509	Customer Data Analytics	3
MKTG 3511	Marketing Research	3
MKTG 3596	Consumer and Buyer Behavior	3
MKTG 4501	Marketing Strategy <sup>1</sup>	3
<b>Marketing Electives</b>		
Select two of the following:		6
MKTG 3501	Integrated Marketing Communications	
MKTG 3504	Professional Selling and Sales Management	
MKTG 3506	Retail Management	
MKTG 3508	Digital Marketing	
MKTG 3513	Service Marketing	
MKTG 3514	Sustainable Consumer Centric Innovation	
MKTG 3580	Special Topics - Marketing	
MKTG 3581	Marketing Internship/Co-Operative Experience <sup>2</sup>	
MKTG 3582	Independent Study <sup>2</sup>	
<b>Total Credit Hours</b>		<b>18</b>

<sup>1</sup> This major capstone is taken in the final semester and all prerequisites must be met.

<sup>2</sup> MKTG 3581 and MKTG 3582 are not offered every semester and offered at the discretion of the department. Permission of department required. Contact the Department's Deputy Chair (mglennf@temple.edu) for information.

Note: Some courses listed above have minimum grade requirements. Click the course for details.

### Recommended Electives for Industry Focused Course Sequences

#### Consumer Insights

Code	Title	Credit Hours
MKTG 3501 or MKTG 3513	Integrated Marketing Communications Service Marketing	3
MKTG 3508	Digital Marketing	3

**Sales Force Effectiveness**

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MKTG 3501 or MKTG 3508	Integrated Marketing Communications Digital Marketing	3
MKTG 3504	Professional Selling and Sales Management	3

**Retail Management**

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MKTG 3508 or MKTG 3514	Digital Marketing Sustainable Consumer Centric Innovation	3
MKTG 3506	Retail Management	3

**Suggested Academic Plan****Bachelor of Business Administration in Marketing****Suggested Plan for New Students Starting in the 2024-2025 Academic Year**

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

<b>Year 1</b>		<b>Credit Hours</b>
<b>Fall</b>		
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 [GW] or Analytical Reading and Writing: ESL [GW] or Honors Analytical Reading and Writing [GW]	4
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
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 [GY] or Honors Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>16</b>
<b>Year 2</b>		
<b>Fall</b>		
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 [GZ] or Honors Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>17</b>
<b>Spring</b>		
MKTG 2101 or MKTG 2901	Marketing Management or Honors Marketing Management	3
BA 2101	Professional Development Strategies	1
BA 2196 or BA 2996	Business Communications [WI] or Honors Business Communications [WI]	3
BA 2501	Turning Numbers into Knowledge: Visualizing Data	3

RMI 2101	Introduction to Risk Management	3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>16</b>
<b>Year 3</b>		
<b>Fall</b>		
FIN 3101 or FIN 3901	Financial Management or Honors Financial Management	3
MSOM 3101 or MSOM 3901	Operations Management or Honors Operations Management	3
MKTG 3596	Consumer and Buyer Behavior [WI]	3
MKTG 3511	Marketing Research	3
Business Elective <sup>1</sup>		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MKTG 3509	Customer Data Analytics	3
Marketing Elective 1 <sup>2</sup>		3
Business Elective <sup>1</sup>		3
GenEd Breadth Course		3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Fall</b>		
BA 4102	Strategic Management	3
Marketing Elective 2 <sup>2</sup>		3
Business Elective <sup>1</sup>		3
GenEd Breadth Course		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MKTG 4501	Marketing Strategy	3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>124</b>

<sup>1</sup> 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.

<sup>2</sup> See Major Requirements for MKTG elective course options.

## Accelerated Programs

Students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The following accelerated programs are available to students in the Marketing BBA:

### Fox School of Business and Management

- Actuarial Science MS
- Business Analytics MS
- Information Technology Auditing and Cyber Security MS
- Innovation Management and Entrepreneurship MS

**College of Education and Human Development**

- Career and Technical Education MEd