Marketing

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215-204-8177
rosenth@temple.edu

https://www.fox.temple.edu/departments/marketing-supply-chain-management/

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. The marketing curriculum at Fox provides students with career-ready skills and professional development opportunities.

The Fox 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 résumés and competencies.

Students are encouraged to choose specific curriculum-based course sequences within the curriculum which offer more in-depth coverage of topics and provide job-ready skills. Students who complete an industry focused course sequence have the opportunity to earn badges through the Fox Leadership Development Program (FLDP). These sequences include: Consumer Insights, Sales Force Effectiveness, Retailing Management, and Supply Chain Management.

Information on these industry-focused sequences can be found on the Requirements tab and in the FLDP site (https://www.fox.temple.edu/undergraduate-bba/fox-leadership-development-program).

Marketing majors have varied career choices, including:

- Advertising – including media planning, social media, or account management
- Customer Relationship Management
- Data Analytics
- Direct Marketing
- Digital Marketing
- International or Global Marketing
- Logistics and supply chain management
- Marketing Management
- Marketing Research and consumer insights
- Marketing Coordination for Non-profit organizations such as hospitals and universities
- Sales and sales management
- Wholesaling and Retail Management, including buying and allocations

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 (https://www.tu-ama.org) or contact Professor Craig Atwater at atwater@temple.edu (215-204-5220).

Marketing Majors may also be interested in joining the Professional Sales Organization (PSO (https://www.fox.temple.edu/student-professional-organizations/professional-sales-organization)), the Fashion & Business Club (F&B (https://www.fox.temple.edu/student-professional-organizations/the-fashion-business-club)) or the Art of Business/Business of Art (AB/BA (https://temple.campuslabs.com/engage/organization/artofbusiness)) - all organizations offering students access and insight to a variety of career paths in marketing.
BBA Online Program Option

The Marketing major is available as an online BBA degree completion program designed for new and continuing students. Please visit the Online BBA web site for program and admission information (https://www.fox.temple.edu/undergraduate-bba/undergraduate-programs/online-bba).

Accelerated 3 Year BBA

Motivated students can accelerate their BBA program to finish in 3 years. Please see the suggested sequence (https://www.fox.temple.edu/departments/marketing-supply-chain-management/undergraduate).

Minors

The Marketing Minor

Students in the Fox School who are interested in expanding their career options through a general knowledge of marketing principles and specializing in an area of marketing should consider completing a minor in Marketing. The requirements (http://bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/marketing-minor) must be completed prior to graduation. Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor.

The Digital Marketing Minor

The Digital Marketing Minor, open to business and non-business students, prepares students for careers related to customer relationship management, social media, information architecture, e-commerce, search engine optimization, e-detailing, site design, internet research, demographic and sales analytics, blogging, and media design. The Digital Marketing minor is appropriate for all BBA students in the Fox School of Business and is particularly relevant for Marketing, Human Resource Management, Business Management, and MIS students. It is a ideal for Klein College students. The requirements (http://bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/digital-marketing-minor) must be completed prior to graduation. Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor.

4+1 Master of Education Degree (M.Ed.)

The 4+1 Master of Education (M.Ed.) program is designed for students interested in pursuing a Master of Education while completing the Bachelor of Business Administration (B.B.A.) in Marketing requirements. After completion of the programs, students earn a B.B.A. degree and an M.Ed. in Business, Computer & Information Technology Education (BCITE) or Marketing Education (ME), and a Commonwealth of Pennsylvania Instructional I Teaching Certificate in BCITE or ME. There is an application process. The deadline to apply is June 15th for fall admittance.

For more information please contact:
Robert Clark, Ph.D.
Executive Director, Center for Professional Development in Career & Technical Education (CTE)
215-204-3263
robert.clark@temple.edu

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. Marketing students must attain an overall GPA of 2.0 and a 2.0 GPA in the major to graduate. To calculate the GPA in the major, use the major GPA calculator (https://www.fox.temple.edu/advising-forms/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 the Marketing Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3596</td>
<td>Consumer and Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3511</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3509</td>
<td>Customer Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG/IB 3553</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4501</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following: 6

- MKTG 2511 | Marketing for the Sustainable Enterprise
- MKTG 3501 | Integrated Marketing Communications
- MKTG 3502 | Information Management for Marketing Strategies
- MKTG 3504 | Sales and Sales Management
- MKTG 3505 | Entrepreneurial Marketing
- MKTG 3506 | Value Delivery Networks in Marketing
- MKTG 3507 | Direct Marketing
- MKTG 3508 | Digital Marketing
- MKTG 3512 | Professional Selling
- MKTG 3580 | Special Topics - Marketing
- MKTG 3581 | Marketing Internship/Co-Operative Experience
- MKTG 3582 | Independent Study
- SCM 3515 | Principles of Supply Chain Management
- SCM 3516 | Transportation and Logistics Management

Total Credit Hours 21

1 MKTG 3553 replaces IB 3101 in the upper division foundation. This course is not calculated in the major GPA.

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

3 MKTG 3581 and MKTG 3582 are not offered every semester. Permission of department required. Contact the Department's UG Programs Director (nstili@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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3502</td>
<td>Information Management for Marketing Strategies</td>
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</tbody>
</table>

Select one:

- MKTG 3507 | Direct Marketing
- MKTG 3508 | Digital Marketing

### Sales Force Effectiveness

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MKTG 3504</td>
<td>Sales and Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3512</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
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</table>

### Retailing Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MKTG 3506</td>
<td>Value Delivery Networks in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td>3</td>
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</table>
Supply Chain Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM 3515</td>
<td>Principles of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>SCM 3516</td>
<td>Transportation and Logistics Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Business Analytics Minor**


**Digital Marketing Minor**


**Suggested Academic Plan**

**Bachelor of Business Administration in Marketing**

**Requirements for New Students starting in the 2019-2020 Academic Year**

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

**Year 1**

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>STAT 1001</td>
<td>Quantitative Methods for Business I</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles</td>
<td>3</td>
</tr>
<tr>
<td>HRM 1101</td>
<td>Leadership and Organizational Management</td>
<td>3</td>
</tr>
<tr>
<td>ENG 0802, 0812, or 0902</td>
<td>Analytical Reading and Writing [GW]</td>
<td>4</td>
</tr>
<tr>
<td>GenEd Breadth Course</td>
<td></td>
<td>3</td>
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<tr>
<td><strong>Total Credit Hours</strong></td>
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**Spring**

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<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>STAT 1102</td>
<td>Quantitative Methods for Business II</td>
<td>4</td>
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<tr>
<td>ECON 1102</td>
<td>Microeconomic Principles</td>
<td>3</td>
</tr>
<tr>
<td>LGLS 1101</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>IH 0851 or 0951</td>
<td>Intellectual Heritage I: The Good Life [GY]</td>
<td>3</td>
</tr>
<tr>
<td>GenEd Breadth Course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
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**Year 2**

**Fall**

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<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>STAT 2103</td>
<td>Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 2101</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MIS 2101</td>
<td>Information Systems in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>IH 0852 or 0952</td>
<td>Intellectual Heritage II: The Common Good [GZ]</td>
<td>3</td>
</tr>
<tr>
<td>GenEd Breadth Course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
<td></td>
<td>16</td>
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**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2102</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 2101</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 2101</td>
<td>Professional Development Strategies</td>
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<tr>
<td>BA 2196</td>
<td>Business Communications [WI]</td>
<td>3</td>
</tr>
<tr>
<td>RMI 2101</td>
<td>Introduction to Risk Management</td>
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<tr>
<td>GenEd Breadth Course</td>
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<td>3</td>
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<tr>
<td><strong>Total Credit Hours</strong></td>
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**Year 3**

**Fall**
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>FIN 3101</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MSOM 3101</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 3102</td>
<td>Business Society and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3596</td>
<td>Consumer and Buyer Behavior [WI]</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3511</td>
<td>Marketing Research</td>
<td>3</td>
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</tbody>
</table>

**Term Credit Hours:** 15

### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BA 3103</td>
<td>Integrative Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3509</td>
<td>Customer Data Analytics</td>
<td>3</td>
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<tr>
<td></td>
<td>Select one of the following:</td>
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<tr>
<td>MKTG 2511</td>
<td>Marketing for the Sustainable Enterprise</td>
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</tr>
<tr>
<td>MKTG 3501</td>
<td>Integrated Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MKTG 3502</td>
<td>Information Management for Marketing Strategies</td>
<td></td>
</tr>
<tr>
<td>MKTG 3504</td>
<td>Sales and Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 3505</td>
<td>Entrepreneurial Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3506</td>
<td>Value Delivery Networks in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3508</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3512</td>
<td>Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MKTG 3580</td>
<td>Special Topics - Marketing</td>
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</tr>
<tr>
<td>MKTG 3581</td>
<td>Marketing Internship/Co-Operative Experience</td>
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</tr>
<tr>
<td>MKTG 3582</td>
<td>Independent Study</td>
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<tr>
<td>SCM 3515</td>
<td>Principles of Supply Chain Management</td>
<td></td>
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<tr>
<td>SCM 3516</td>
<td>Transportation and Logistics Management</td>
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<tr>
<td>GenEd Breadth Course</td>
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<td>GenEd Breadth Course</td>
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**Term Credit Hours:** 15

### Year 4

### Fall

<table>
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<th>Course</th>
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<tbody>
<tr>
<td>BA 4101</td>
<td>Global Business Policies</td>
<td>3</td>
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<tr>
<td>MKTG 3553 or IB 3553</td>
<td>International Marketing</td>
<td>3</td>
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<tr>
<td></td>
<td>Select one of the following:</td>
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<tr>
<td>MKTG 2511</td>
<td>Marketing for the Sustainable Enterprise</td>
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<tr>
<td>MKTG 3501</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>MKTG 3502</td>
<td>Information Management for Marketing Strategies</td>
<td></td>
</tr>
<tr>
<td>MKTG 3504</td>
<td>Sales and Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 3505</td>
<td>Entrepreneurial Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3506</td>
<td>Value Delivery Networks in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3508</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3512</td>
<td>Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MKTG 3580</td>
<td>Special Topics - Marketing</td>
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</tr>
<tr>
<td>MKTG 3581</td>
<td>Marketing Internship/Co-Operative Experience</td>
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</tr>
<tr>
<td>MKTG 3582</td>
<td>Independent Study</td>
<td></td>
</tr>
<tr>
<td>SCM 3515</td>
<td>Principles of Supply Chain Management</td>
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<tr>
<td>SCM 3516</td>
<td>Transportation and Logistics Management</td>
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<tr>
<td>GenEd Breadth Course</td>
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<tr>
<td>Free Elective</td>
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**Term Credit Hours:** 15

### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4501</td>
<td>Marketing Strategy</td>
<td>3</td>
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<tr>
<td>Free Elective</td>
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</tbody>
</table>
Free Elective  3
Free Elective  3
Free Elective  3

Term Credit Hours  15
Total Credit Hours:  124

Courses

MKTG 2101. Marketing Management. 3 Credit Hours.
Explains the role of marketing in the U.S. economy and within the firm, including the interaction of marketing with other business functions, as well as with society. The course introduces students to the concepts, methods, and activities that comprise modern marketing management and provides examples as well as experiences analyzing and addressing marketing issues. Marketing Management focuses on the components of marketing strategy which comprises analyzing what markets and needs the firm will serve; deciding when, where, and how the firm will meet those needs; and understanding why (i.e. a compelling business reason) the firm should implement such a strategy. Includes the study of marketing-mix development issues, such as product development and management; pricing; distribution, logistics and supply-chain management; integrated marketing communications and promotion; plus other decisions involved in this process. Note: Marketing majors must earn a grade of C or better in this course.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

MKTG 2511. Marketing for the Sustainable Enterprise. 3 Credit Hours.
Sustainable marketing extends the boundaries of traditional marketing. This course focuses on how both for-profit and not-for-profit organizations learn to innovate, develop, produce, promote, distribute and reclaim products and services in new ways that reduce waste and pollution and benefit all stakeholders. Within the triple bottom line framework this course applies an experiential learning method to put you to task, applying these concepts to real life situations. In addition to modifications of marketing activities to reduce environmental impact, the course considers marketing’s role in corporate social responsibility (including ethical considerations) and social marketing agendas (such as health and community issues). Note: Marketing Majors and Minors can take this course as an upper-level major/minor elective.


Repeatability: This course may not be repeated for additional credits.
MKTG 2901. Honors Marketing Management. 3 Credit Hours.
Introduction to the discipline of marketing. The nature of marketing activities in contemporary society and the firm. Study of marketing mix variables and decision processes involved in corporations and public agencies. Concepts from economics, behavioral sciences, and modern systems theory are incorporated. NOTE: Open only to business designated honors students or with special permission. May be used to meet the marketing requirement of the Fox School of Business and Management. A Marketing Major or Minor must earn a C in the course.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.
Course Attributes: HO
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3501. Integrated Marketing Communications. 3 Credit Hours.
Marketing 3501 is an intermediate level undergraduate marketing course which introduces students to the field of advertising by taking an integrated marketing communications (IMC) perspective. While advertising is the major focus of the course, IMC also plays a critical role as the course develops perspectives on the process of advertising, promotions, and media working together as a part of the overall marketing strategy. Topics include setting advertising objectives and budgets, client-agency-media relations, demand stimulation, media selection and evaluation, and the social responsibilities and regulation of advertising at the level of the firm and of the industry. NOTE: Prior to Spring 2009, this course was titled “Advertising.”
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.
MKTG 3502. Information Management for Marketing Strategies. 3 Credit Hours.

With significant advances in technology, most organizations collect enormous amounts of data, ranging from markets to customers. Managing data on this scale and converting it into knowledge to facilitate decision making presents exciting new challenges. The underlying principles of data management are often similar, whether used in data analytics and business intelligence, enterprise resource planning (ERP), customer relationship management (CRM) or other aspects of marketing. This course aims to facilitate transformation of everyday business activities into a relational database system, from which information can be extracted in a systematic manner. In particular, students will learn how to organize and manage data with emphasis on maintaining data consistency, and minimizing data redundancy. Students will be introduced formally to conceptual modeling and data normalization in relational databases. In the second part, students will learn how to write queries in SQL and Microsoft Access to extract data that is relevant for answering marketing questions and developing marketing strategy. Finally, students will apply each of these skills in developing a database solution for a real-world business problem, using Microsoft Access. Note: Marketing Majors must earn a grade of C or better for this course to count towards the major requirements.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently
OR STAT 2903|Minimum Grade of C-|May not be taken concurrently
OR STAT 2104|Minimum Grade of C-|May not be taken concurrently
OR (STAT 2101|Minimum Grade of C-|May not be taken concurrently
AND STAT 2102|Minimum Grade of C-|May not be taken concurrently
OR (STAT 2901|Minimum Grade of C-|May not be taken concurrently
AND STAT 2902|Minimum Grade of C-|May not be taken concurrently
OR STAT 2512|Minimum Grade of C-|May not be taken concurrently
OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

MKTG 3504. Sales and Sales Management. 3 Credit Hours.

This course provides an introduction to the behavioral aspects of personal selling and introduces frameworks for sales management. Course topics include: recruitment, selection, training, motivation, compensation, control and the strategy of matching the sales effort to the sales task. This course not only reflects a more analytical and scientific approach but also presents current and future challenges, opportunities, and proposed solutions to critical sales and sales management issues. Sales and sales management principles learned here can be applied to any industry that employs sales forces of any size.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.
MKTG 3505. Entrepreneurial Marketing. 3 Credit Hours.
This course provides aspiring entrepreneurs with an understanding of marketing for new and small enterprises. It addresses marketing strategies particularly relevant for entrepreneurial enterprises, whether in a small company, large company, or non-profit organization. This class is a combination of academic lectures and "real world" activity. Students learn entrepreneurial techniques such as opportunity assessment, proactive marketing, innovative marketing communication, resource management, and value creation with an emphasis on digital marketing techniques. During the course, teams assist these organizations to raise money, build awareness, improve social media, create marketing plans or actually volunteer with the organization.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3506. Value Delivery Networks in Marketing. 3 Credit Hours.
This course provides a critical analysis of Value Delivery Networks (VDN) in marketing. VDN focuses on the role of intermediaries and strategies, as well as how firms use the Internet and other digital platforms to expand markets, service customers, and increase sales. The course explores critical supply chain issues in Marketing Management including inventory management, transportation, procurement, outsourcing, and warehousing issues which occur in marketing management. Marketing majors must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.

MKTG 3507. Direct Marketing. 3 Credit Hours.
This course introduces student to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fundraising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course addresses how direct marketing varies from other forms of marketing and where its practice is most appropriate, as well as the practical challenges firms face as they seek to develop direct marketing programs for direct sale, lead generation or traffic generation using various direct marketing media. Various approaches for stimulating action and the measureability and accountability of direct marketing and its relationship to the total marketing mix are stressed. Marketing majors must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.
MKTG 3508. Digital Marketing. 3 Credit Hours.
Digital technologies are an integral component of daily life for firms and consumers. Although digital marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises many strategic and societal challenges. This course examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools, including social media platforms, online reviews, inbound marketing and blogs, paid search, digital and programmatic advertising, search engine optimization, email marketing, mobile marketing and online promotions. The identification of critical success factors and best practices are central to the course, as are digital analytics and other methods for analyzing market effectiveness. The course examines the theory and realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3509. Customer Data Analytics. 3 Credit Hours.
This course teaches students how to model customer data to more profitably target the organization's marketing efforts. Includes the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of customer lifetime value and customer relationship management. Particular attention is paid to the interpretation and modeling of quantitative data (e.g., RFM models, decision trees and logistic regression). Students build and develop skills in IBM's SPSS platform. Note: Marketing majors must earn a grade of C or better for this course to count towards the major requirement.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently
OR STAT 2903|Minimum Grade of C-|May not be taken concurrently
OR STAT 2104|Minimum Grade of C-|May not be taken concurrently
OR (STAT 2101|Minimum Grade of C-|May not be taken concurrently
AND STAT 2102|Minimum Grade of C-|May not be taken concurrently
OR (STAT 2901|Minimum Grade of C-|May not be taken concurrently
AND STAT 2902|Minimum Grade of C-|May not be taken concurrently
OR STAT 2512|Minimum Grade of C-|May not be taken concurrently
OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)
MKTG 3511. Marketing Research. 3 Credit Hours.
This course covers methods for collecting, analyzing and interpreting data relevant to the marketing decision-making process. The course focuses on structuring marketing problems in terms of specific research questions, understanding primary and secondary sources of marketing research data (including issues in data collection), using specific techniques (including Qualtrics and SPSS) for analyzing marketing research data, and using analyses to make better marketing management decisions. Note: Marketing majors must earn a grade of C or better for this course to be eligible to take the capstone Marketing course 4501.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C|May not be taken concurrently
OR STAT 2903|Minimum Grade of C|May not be taken concurrently
OR STAT 2104|Minimum Grade of C|May not be taken concurrently
OR (STAT 2101|Minimum Grade of C|May not be taken concurrently
AND STAT 2102|Minimum Grade of C|May not be taken concurrently)
OR (STAT 2901|Minimum Grade of C|May not be taken concurrently
AND STAT 2902|Minimum Grade of C|May not be taken concurrently
OR MATH 3031|Minimum Grade of C|May not be taken concurrently)

MKTG 3512. Professional Selling. 3 Credit Hours.
Professional selling introduces and develops student understanding of and application of professional selling practices and philosophies at an introductory level. The course takes an in-depth look into the professional sales process and its application in a sales career across various industries as well as in daily life. Sales ethics, account relationship management and basic professional networking are also included. Note: A Marketing Major or Minor must earn a C in the course.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.

MKTG 3553. International Marketing. 3 Credit Hours.
This course identifies and addresses the challenges of marketing and analysis of the internal marketing system of countries with various types of political-economic structures. The strategic impact of economic, cultural, political, and legal differences on marketing are emphasized while issues of international product, price, promotion, and distribution issues are also considered. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently.

MKTG 3580. Special Topics - Marketing. 3 Credit Hours.
Special topics in current developments in the field of marketing.


Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.
MKTG 3581. Marketing Internship/Co-Operative Experience. 3 Credit Hours.
This course - not offered every semester and only offered at the discretion of the department - is designed for students who have a Marketing Internship or Co-Op Experience which has been reviewed and approved by the department. Note: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511 and MKTG 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(MKTG 3596|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May be taken concurrently)

MKTG 3582. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3596|Minimum Grade of C|May not be taken concurrently)

MKTG 3596. Consumer and Buyer Behavior. 3 Credit Hours.
This course provides a survey and integration of concepts, theories, and frameworks that help explain the behavior of consumers. Topics include: perception, product knowledge and involvement, decision making, learning, conditioning, and social influences such as culture, micro-culture, and social class. The course emphasizes the use of these concepts in developing marketing strategies. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501. Students must earn a grade of C in this course if they are using it to fill the writing intensive course requirement for their degree.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (BA 2196|Minimum Grade of C-|May be taken concurrently
OR BA 2996|Minimum Grade of C-|May be taken concurrently)

MKTG 3682. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently.
MKTG 3999. Honors Thesis I. 1 to 3 Credit Hour.
The first of a two-part sequence of courses in which independent research is conducted under the supervision of a thesis advisor from the Marketing department resulting in a substantial piece of original research, roughly 30 to 50 pages in length upon completion of Marketing 4999. The student must publicly present his/her findings at a Temple University Research Forum session or the equivalent during one of the two semesters during which these courses are undertaken.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may be repeated for additional credit.

MKTG 4501. Marketing Strategy. 3 Credit Hours.
This course provides an opportunity for students to integrate and apply material introduced and reinforced in Marketing and other business courses. This course explores how firms develop and implement marketing strategies to ensure long-term survival and growth. This is an applications course and active student participation is required to demonstrate ability to understand and solve complex marketing problems. NOTE: This is the capstone course for Marketing majors. It is strongly recommended for students in their senior year. As suggested by the curriculum path, students should take MKTG 4501 in their final semester; ideally after (or with) BA 4101 as it makes heavy use of core management strategy theories and tools. This course MAY NOT be taken in the same semester as any Marketing CORE (3509, 3511, 3553, 3596) course.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 3596|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3509|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3553|Minimum Grade of C|May not be taken concurrently)
OR IB 3553|Minimum Grade of C|May not be taken concurrently

MKTG 4999. Honors Senior Thesis II. 1 to 3 Credit Hour.
Independent research conducted under the supervision of a thesis advisor from the Marketing Department resulting in a substantial piece of original research, roughly 30 to 50 pages in length. Student must publicly present his/her findings at a Temple University Research Forum session or the equivalent if this was not done in Marketing 3999.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 3999|Minimum Grade of C-|May not be taken concurrently.