Marketing

Learn more about the Bachelor of Business Administration in Marketing.

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215-204-1620
jsrivastava@temple.edu

https://www.fox.temple.edu/faculty-research/academic-areas/marketing/

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.

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 or contact Professor Sheri Lambert at sheri.lambert@temple.edu or 215-204-7533.

Marketing Majors may also be interested in joining the Professional Sales Organization (PSO) or the Fashion & Business Club (F&B) - each organizations offering students access and insight to a variety of career paths in marketing.
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 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 Management and is particularly relevant for Marketing, Human Resource Management, Business Management, and MIS students. It is a ideal for Klein College students. The requirements 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. Learn more about 4+1 Program in Career and Technical Education.

For more information please contact:
College of Education and Human Development
+1 Accelerated Program Contact
215-204-8011
plus1@temple.edu

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

<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>
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<td>MKTG 4501</td>
<td>Marketing Strategy</td>
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<tr>
<td>MKTG 2511</td>
<td>Marketing for the Sustainable Enterprise</td>
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<td>MKTG 3501</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>MKTG 3502</td>
<td>Data Management for Business Strategies</td>
<td></td>
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<tr>
<td>MKTG 3504</td>
<td>Sales and Sales Management</td>
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<tr>
<td>MKTG 3505</td>
<td>Entrepreneurial Marketing</td>
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Marketing

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
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</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td></td>
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<td>MKTG 3508</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3512</td>
<td>Professional Selling</td>
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<tr>
<td>MKTG 3553</td>
<td>International Marketing</td>
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</tr>
<tr>
<td>MKTG 3580</td>
<td>Special Topics - Marketing</td>
<td></td>
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<tr>
<td>MKTG 3581</td>
<td>Marketing Internship/Co-Operative Experience ²</td>
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</tr>
<tr>
<td>MKTG 3582</td>
<td>Independent Study ²</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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</table>

**Total Credit Hours** 18

1. This major capstone is taken in the final semester and all prerequisites must be met.
2. 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>
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<tbody>
<tr>
<td>MKTG 3502</td>
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Select one:

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<tr>
<td>MKTG 3507</td>
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<tr>
<td>MKTG 3508</td>
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**Sales Force Effectiveness**

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<tr>
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<td>MKTG 3507</td>
<td>Direct Marketing</td>
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<tr>
<td>MKTG 3512</td>
<td>Professional Selling</td>
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**Retailing Management**

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<td>MKTG 3506</td>
<td>Value Delivery Networks in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
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**Supply Chain Management**

<table>
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<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>
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</table>

**Business Analytics Minor**

Marketing majors who declare Business Analytics Minor will complete MKTG 3502 as well as two other Marketing electives for the Marketing major, as MKTG 3509 is required by the minor.

**Digital Marketing Minor**

Marketing majors who declare Digital Marketing Minor will complete MKTG 3507 and MKTG 3508 as well as two other Marketing electives for the Marketing major.
# Suggested Academic Plan

## Bachelor of Business Administration in Marketing

### Requirements for New Students starting in the 2022-2023 Academic Year

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

### Year 1

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>STAT 1001</td>
<td>Quantitative Methods for Business I</td>
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<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles</td>
<td>3</td>
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<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>
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<tr>
<td>GenEd Breadth Course</td>
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**Term Credit Hours** 16

#### Spring

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>STAT 1102</td>
<td>Quantitative Methods for Business II</td>
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<tr>
<td>ECON 1102</td>
<td>Microeconomic Principles</td>
<td>3</td>
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<tr>
<td>BA 1103</td>
<td>Legal and Ethical Reasoning in Business</td>
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<tr>
<td>IH 0851 or 0951</td>
<td>Intellectual Heritage I: The Good Life [GY]</td>
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<td>GenEd Breadth Course</td>
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**Term Credit Hours** 16

### Year 2

#### Fall

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<tr>
<td>ACCT 2103</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
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<tr>
<td>STAT 2103</td>
<td>Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)</td>
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<td>MIS 2101</td>
<td>Digital Systems</td>
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<tr>
<td>IH 0852 or 0952</td>
<td>Intellectual Heritage II: The Common Good [GZ]</td>
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<td>GenEd Breadth Course</td>
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**Term Credit Hours** 17

#### Spring

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<tbody>
<tr>
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<td>Marketing Management</td>
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<td>BA 2101</td>
<td>Professional Development Strategies</td>
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<td>BA 2196</td>
<td>Business Communications [WI]</td>
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<tr>
<td>BA 2501</td>
<td>Turning Numbers into Knowledge: Visualizing Data</td>
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<tr>
<td>BA 2502</td>
<td>Business Analytics: Modern Data Science Techniques</td>
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<tr>
<td>RMI 2101</td>
<td>Introduction to Risk Management</td>
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<td>GenEd Breadth Course</td>
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**Term Credit Hours** 16

### Year 3

#### Fall

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<tr>
<td>FIN 3101</td>
<td>Financial Management</td>
<td>3</td>
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<td>MSOM 3101</td>
<td>Operations Management</td>
<td>3</td>
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<tr>
<td>MKTG 3596</td>
<td>Consumer and Buyer Behavior [WI]</td>
<td>3</td>
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<tr>
<td>MKTG 3511</td>
<td>Marketing Research</td>
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**Term Credit Hours** 15

#### Spring

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<tr>
<td>MKTG 2511</td>
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<td>MKTG 3501</td>
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</table>
MKTG 3502 Data Management for Business 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 3553 International Marketing
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

Business Elective 2
GenEd Breadth Course
GenEd Breadth Course

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<tr>
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<td>MKTG 3502 Data Management for Business Strategies</td>
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<td>MKTG 3504 Sales and Sales Management</td>
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<td>MKTG 3505 Entrepreneurial Marketing</td>
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<tr>
<td>MKTG 3506 Value Delivery Networks in Marketing</td>
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<td>MKTG 3507 Direct Marketing</td>
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<td>MKTG 3508 Digital Marketing</td>
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<td>MKTG 3512 Professional Selling</td>
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<td>MKTG 3553 International Marketing</td>
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<tr>
<td>MKTG 3580 Special Topics - Marketing</td>
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<tr>
<td>MKTG 3581 Marketing Internship/Co-Operative Experience</td>
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<td>MKTG 3582 Independent Study</td>
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<td>SCM 3515 Principles of Supply Chain Management</td>
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<td>SCM 3516 Transportation and Logistics Management</td>
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<td>Free Elective</td>
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<td><strong>Total Credit Hours:</strong> 124</td>
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1 Please check with your departmental advisor on which course is most appropriate for the major.
2 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.