

MS in MARKETING

<http://sbm.temple.edu/ms/ms-marketing.html>
<http://sbm.temple.edu/dept/marketing/>

Marketing Communications Track

Foundation Courses (18 credit hours)

| | |
|------------------|-----------------------------------|
| ACCT 5001 | Financial & Managerial Accounting |
| ECON 5001 | Managerial Economics |
| FIN 5001 | Financial Analysis & Strategy |
| MSOM 5001 | Operations Management |
| MKTG 5001 | Marketing Management and Strategy |
| STAT 5001 | Quantitative Methods in Business |

Advanced Curriculum (30 credit hours)

Required Marketing Courses (15 credit hours)

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|------------------|--|
| MKTG 5101 | Consumer and Buyer Behavior |
| MKTG 5102 | Marketing Communications |
| MKTG 5103 | Marketing Research: Techniques and Application |
| MKTG 5104 | Managerial Decision Strategies in Marketing |
| MKTG 5115 | International Marketing |

Related Discipline (12 credit hours)

Choose **four** courses from:

| | |
|-------------------|---|
| MKTG 5105 | Marketing in Digital Economy |
| MKTG 5107 | Product Management |
| Electives* | graduate courses from related disciplines |

**Note: Non-business electives in may be selected with the permission of the Marketing Departmental Adviser.*

Field Research Project (3 credit hours)

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|------------------|-------------------|
| MKTG 5182 | Independent Study |
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MS in Marketing
Marketing Communications Track
Curriculum Checklist

| Semester Year | Course Number | Course Title | Credits | Grade |
|----------------------|--------------------------------|---|----------------|--------------|
| | ACCT 5001 | Financial and Managerial Accounting | 3 | |
| | ECON 5001 | Managerial Economics | 3 | |
| | FIN 5001 | Financial Analysis and Strategy (Prerequisite STAT 5001) | 3 | |
| | MKTG 5001 | Marketing Management and Strategy | 3 | |
| | STAT 5001 | Quantitative Methods in Business | 3 | |
| | MSOM 5001 | Operations Management (Prerequisite STAT 5001) | 3 | |
| | MKTG 5101 | Consumer and Buyer Behavior | 3 | |
| | MKTG 5102 | Marketing Communications | 3 | |
| | MKTG 5103 | Marketing Research: Techniques and Application | 3 | |
| | MKTG 5104 | Managerial Decision Strategies in Marketing | 3 | |
| | MKTG 5502 | International Marketing | 3 | |
| | MKTG 5105 or 5107 or Electives | Choose One | 3 | |
| | MKTG 5105 or 5107 or Electives | Choose One | 3 | |
| | MKTG 5105 or 5107 or Electives | Choose One | 3 | |
| | MKTG 5105 or 5107 or Electives | Choose One | 3 | |
| | MKTG 5182 | Field Research Project | 3 | |

Student Name: _____

TU-ID Number: _____

Departmental Advisor's Signature: _____

Dr. James Hunt james.hunt@temple.edu 215-204-1620

Date: _____