

MS in MARKETING

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

Marketing Management Track

Foundation Courses (18 credit hours)

ACCT 5001	Financial & Managerial Accounting
ECON 5001	Managerial Economics
FIN 500 1	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 (18 credit hours)

MKTG 5103	Marketing Research: Techniques and Application
MKTG 5104	Managerial Decision Strategies in Marketing
MKTG 5115	International Marketing
MKTG 5105	Marketing in Digital Economy
MKTG 5107	Product Management

Choose **one** of the following

MKTG 5101	Consumer and Buyer Behavior
MKTG 5102	Marketing Communications

Related Discipline (9 credit hours)

Choose **three** from the following courses:

BA 5955	Business Policies
FIN 5104	Advanced Corporate Finance
GSM 5101	Foundations of Strategic Management
GSM 5103	Management of Technology & Innovation
GSM 5105	Industry Competitive Analysis
GSM 5501	Operation of Multinational Firm

**MS in Marketing
Marketing Management 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 Or MKTG 5102	Consumer and Buyer Behavior 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	Marketing in a Digital Economy	3	
	MKTG 5107	Product Management	3	
	GSM 5105, 5103, 5105, 5501, BA 5955, or FIN 5104	Choose One	3	
	GSM 5105, 5103, 5105, 5501, BA 5955, or FIN 5104	Choose One	3	
	GSM 5105, 5103, 5105, 5501, BA 5955, or FIN 5104	Choose One	3	
	MKTG 5182	Field Research Project	3	

Student Name: _____

TU-ID Number: _____

Departmental Advisor's Signature: _____

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Date: _____