

MS in MARKETING

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

Marketing Research 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 (12 credit hours)

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

Methodology Courses (6 credit hours)

Choose **two** methodology courses related to area of interest – these must be approved by faculty adviser prior to registration

Statistic Courses (9 credit hours)

Choose **three** statistics courses approved by faculty adviser

Field Research Project (3 credit hours)

MKTG 5182	Independent Study
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**MS in Marketing
Marketing Research 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	
		Methodology Course*	3	
		Methodology Course*	3	
		Methodology Course*	3	
		Statistics Course*	3	
		Statistics Course*	3	
		Statistics Course*	3	
	MKTG 5182	Field Research Project	3	

*** Choice of course must be approved by faculty adviser prior to registration**

Student Name: _____ TU-ID Number: _____

Departmental Advisor's Signature: _____

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Date: _____