Earn your master’s degree in Marketing in the Fox School of Business through the Dual Bachelor’s Master’s Degree Program. Apply to Temple early during your third year of undergraduate studies and begin your graduate program at Temple during your fourth year. In five years, you can earn both your bachelor’s and master’s degrees.

**APPLICATION PROCESS**
- GPA 3.0 or higher (on a 4.0 scale)
- TOEFL iBT score of 100 or higher
- GRE or GMAT is required
- Application deadline: March 1

**ACADEMIC CALENDAR**
- Fall semester: August – December
- Spring semester: January – May

**TOTAL TUITION COST**
$40,800 (two years)
Tuition is based on 30 credits required for completion of the master’s degree program. The graduate tuition rate for out-of-state students is $1,360/credit.

**SCHOLARSHIPS**
- First semester scholarship
- Second-fourth semester merit scholarships

**LIVING COST**
$6,000 per semester (approximate)
Housing, health insurance and book costs vary depending on personal preference.

**TEMPLE BY THE NUMBERS**
- 38th Largest University in the U.S. & 5th largest provider of professional education in the nation
- 14:1 student-faculty ratio
- Top 4% of all U.S. 4-year universities as a Carnegie R1 research institution
- Fox School of Business #1 for Graduate Student Entrepreneurial Mentorship (U.S. News)

**PHILADELPHIA, PA**
- 5th largest city and 1st World Heritage City in the U.S.
- 150 km from New York City; 200 km from Washington, D.C.
- Top 15 for Best Affordable U.S. Destinations (U.S. News)
- 5th largest public transportation system in the U.S.
## MARKETING CONSUMER INSIGHTS CURRICULUM

### PREREQUISITES FOR ADMISSION

Prior coursework in Marketing, Management Information System, Macroeconomics and Microeconomics (3 credits in each) and Statistics

### YEAR 1 - FALL I

- **MKTG 5403:** Market Analysis & Strategy
- **MKTG 5615:** Database Management in Marketing I
- **MKTG 5616:** Database Management in Marketing II
- **STAT 5001:** Quantitative Methods for Business
- **Elective**

### YEAR 1 - SPRING I

- **MKTG 5611:** Consumer Behavior I: Thoughtful Decisions
- **MKTG 5612:** Consumer Behavior II: Consumers as Non-Rational Decision Makers
- **MKTG 5617:** Market Research I: Foundations of Marketing Research
- **MKTG 5618:** Market Research II: Marketing Intelligence
- **Upper Level Statistics Course**
- **Elective**

### YEAR 2 - FALL I

- **MKTG 5613:** Customer Data Analytics I
- **MKTG 5614:** Customer Data Analytics II
- **MKTG 5641:** Methods & Tools in Marketing Strategy
- **MKTG 5642:** Critical Analysis of Strategic Decisions in Marketing Management
- **MKTG 5682:** MS Thesis

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**TEMPLE UNIVERSITY GLOBAL PROGRAMS**

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