**Hooter T. Owl**

Temple ID: 91234567
Date: 1/1/2021

Program **Bachelor of Business Administration in Marketing**
**Fox School of Business**

**Temple University** educates a vibrant student body and creates new knowledge through innovative teaching, research and other creative endeavors. Our urban setting provides transformative opportunities for engaged scholarship, experiential learning, and discovery of self, others and the world.

**Academic Program Goals:**

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 resumes and competencies.

## Program Skills

**Business Knowledge**
Demonstrate business knowledge needed to make business decisions.

**50 Credit Hrs**

**Critical Thinking**
Apply critical thinking skills to business decisions.

**42 Credit Hrs**

**Quantitative Reasoning**
Apply quantitative reasoning skills to make recommendations and business decisions.
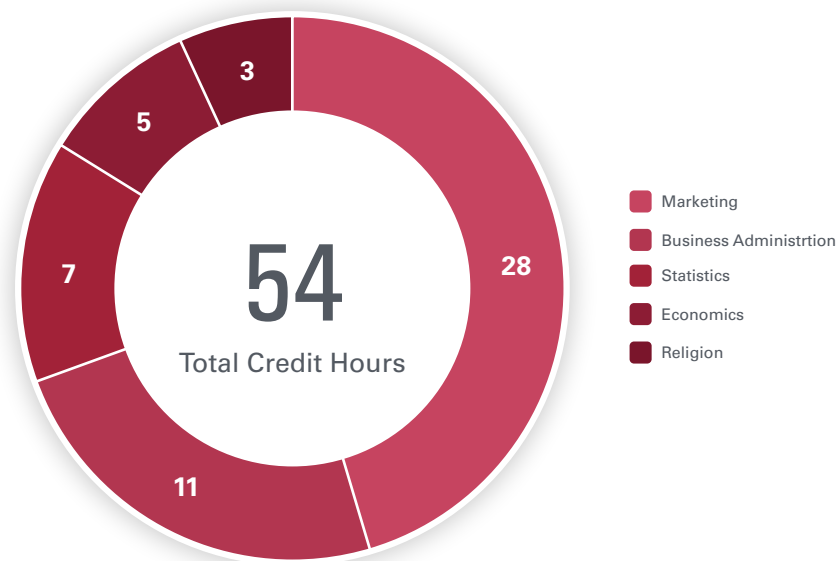
**35 Credit Hrs**

**Communication**
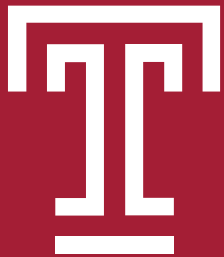Apply effective business communication techniques to business situations.

**28 Credit Hrs**

## Top 5 Program Subject Areas Outside of Program

**19** **Hooter T Owl** engaged in **19** different subject areas. Here are the top 5:

**54**
Total Credit Hours

3
5
7
11
28

- Marketing
- Business Administrtion
- Statistics
- Economics
- Religion

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The **General Education (GenEd) Program** constitutes Temple University's liberal education requirements for all undergraduate students. GenEds provide a foundation that helps students succeed academically and professionally.

**14 Courses**

**Foundation**

Exploring Music
IH I: The Good Life
IH II: The Common Good
The Meaning of the Arts

**Human Behavior**

Language in Society
Teens and Tweens

**Race & Diversity**

Race & Poverty in the Americas
Race/Ethnicity in Cinema

**Science & Technology**

Digital World 2020
Disasters: Geology vs Hollywood

**US Society**

Religion in Philadelphia
The American Economy

**Analytical Reading & Writing**

Analytical Reading & Writing

**Global/World Society**

Religion in the World

**FOX**
PEX BADGE
PLACEHOLDER

Placeholder: Some notes about the Philadelphia Experience Badge. Some notes about the Philadelphia Experience Badge.

The Program in General Education provides opportunities for students to foster the following competencies:

**Think Critically**
Recognize an object of investigation, frame questions about it, and interrogate assumptions.

**Interdisciplinary Thinking**
Understand and apply knowledge in and across disciplines.

**Civic Engagement**
Function as an engaged citizen in a diverse and globalized world.

**Information Literacy**
Identify, access and evaluate sources of information.

**Contextualized Learning**
Understand historical and contemporary issues in context.

**Communication**
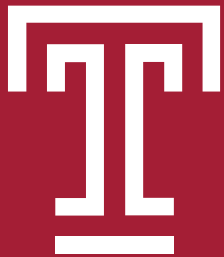Communicate effectively orally and in writing.

**Scientific and Quantitative Reasoning**
Identify and solve problems using scientific and quantitative reasoning.

**Lifelong Learning**
Promote a lasting curiosity.

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## Communication
Apply effective business communication techniques to business situations.

| | |
|---|---|
| ☑ STAT1102 | Quant Methods for Business II |
| ☑ ACCT2101 | Financial Accounting |
| ☑ MIS2101 | Info Syst Organizations |
| ☑ STAT2103 | Statistical Business Analytics |
| ☑ ACCT2102 | Managerial Accounting |
| ☑ BA2101 | Prof Develop Strategies |
| ☑ BA2196 | Business Communications |
| ☑ MKTG2101 | Marketing Management |
| ☑ RMI2101 | Intro to Risk Management |
| ☑ MSOM3101 | Operations Management |
| ☑ BA3103 | Integrative Bus Applic |
| ☑ BA4101 | Global Business Policies |

## Business Knowledge
Demonstrate business knowledge needed to make business decisions.

| | |
|---|---|
| ☑ STAT1102 | Quant Methods for Business II |
| ☑ ACCT2101 | Financial Accounting |
| ☑ MIS2101 | Info Syst Organizations |
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## Critical Thinking
Apply critical thinking skills to business decisions.

| | |
|---|---|
| ☑ STAT1102 | Quant Methods for Business II |
| ☑ ACCT2101 | Financial Accounting |
| ☑ MIS2101 | Info Syst Organizations |
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| ☑ BA2196 | Business Communications |
| ☑ MKTG2101 | Marketing Management |
| ☑ RMI2101 | Intro to Risk Management |
| ☑ MSOM3101 | Operations Management |

## Quantitative Reasoning
Apply quantitative reasoning skills to make recommendations and business decisions.

| | |
|---|---|
| ☑ STAT1102 | Quant Methods for Business II |
| ☑ ACCT2101 | Financial Accounting |
| ☑ MIS2101 | Info Syst Organizations |
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| ☑ MKTG2101 | Marketing Management |
| ☑ RMI2101 | Intro to Risk Management |
| ☑ MSOM3101 | Operations Management |
| ☑ BA3103 | Integrative Bus Applic |
| ☑ BA4101 | Global Business Policies |
| ☑ HRM1101 | Leadership & Organ Management |
| ☑ BA3103 | Integrative Bus Applic |
| ☑ BA4101 | Global Business Policies |
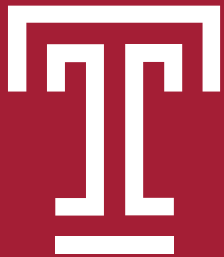
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## Student Organizations

- **National Honors Society**
  📅 JUN 2020
- **Phi Beta Kappa**
  📅 AUG 2018 - JUN 2020
- **National Honors Society**
  📅 JUN 2019
- **Business Society and Ethics**
  📅 FEB 2017

## Study Abroad

📍 **Munich, Germany**
📅 JUN 2020 - JUL 2020
International Business Summit ⧉

📍 **Manila, Philippines**
📅 JUN 2018 - AUG 2018
Mission of Hope ⧉

## Professional Development

**Charles Schwab Internship** ⧉

*charles* SCHWAB 🕐 **200** HOURS

**Adaptive Insights - Mentorship Program** ⧉

Adaptive Insights 🕐 **200** HOURS

## On Campus Employment

**Temple University Campus Bookstore** ⧉
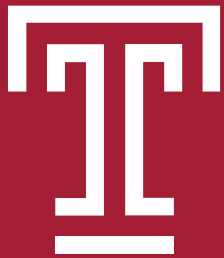
Temple University 📅 **4** SEMESTERS

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## VITA Badge

VITA is a nationwide organization regulated by the IRS that offers free tax help to people who make...
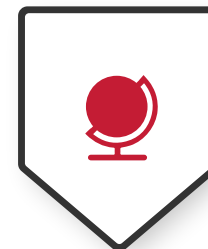
Achievement Date
JAN 10, 2021

Learn More ⧉

## Human Resource Management Badge

Complete all activities to earn this optional HRM Badge!

Achievement Date
JAN 10, 2021

Learn More ⧉

## Social Entrepreneur Badge

Are you making an impact? Attend 3/5 Social Entreprensurship workshops including the...
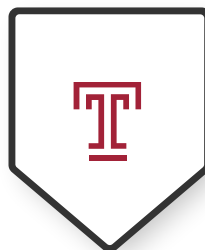
Achievement Date
JAN 10, 2021

Learn More ⧉

## Innovator Badge

Do you love being creative? Coming up with new ideas that could improve the world around us?...

Achievement Date
JAN 10, 2021

Learn More ⧉

## Owl Network Badge

Complete all three Owl Network tasks to earn this badge! The first 10 students to complete the...

Achievement Date
JAN 10, 2021

Learn More ⧉

## Owls Be Well

WELLNESS RESOURCE GROUP

Attend any four Wellness Resouce events to earn this badge!

Achievement Date
JAN 10, 2021

Learn More ⧉

## Sales Force Effectiveness Badge

Marketing and Business majors may complete courses toward the Sales Force Effectiveness...

Achievement Date
JAN 10, 2021

Learn More ⧉

## Consumer Insights Badge

Marketing majors and minors may complete courses toward the Consumer Insights Badge...
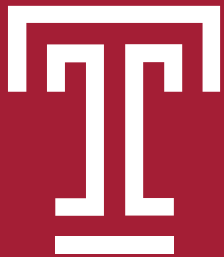
Achievement Date
JAN 10, 2021

Learn More ⧉

## Supply Chain Management Badge

Marketing and Business majors may take courses toward the Supply Chain Management...

Achievement Date
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Learn More ⧉

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## TEMPLE UNIVERSITY

OF THE COMMONWEALTH SYSTEM OF HIGHER EDUCATION

BY AUTHORITY OF THE BOARD OF TRUSTEES AND UPON RECOMMENDATION
OF THE FACULTY HEREBY CONFERS UPON

Sean P. Gannon

THE DEGREE OF

Bachelor of Arts

TOGETHER WITH ALL THE RIGHTS PRIVILEGES AND HONORS APPERTAINING
THERETO IN RECOGNITION OF THE SATISFACTORY COMPLETION
OF THE COURSE PRESCRIBED BY THE FACULTY OF THE UNIVERSITY

IN TESTIMONY WHEREOF THE UNDERSIGNED HAVE SUBSCRIBED
THEIR NAMES AND AFFIXED THE SEAL OF THE UNIVERSITY

GIVEN AT PHILADELPHIA PENNSYLVANIA ON THIS TWENTY FIFTH DAY OF
JANUARY TWO THOUSAND AND TWO

CHAIR OF THE BOARD OF TRUSTEES

SECRETARY

PRESIDENT

DEAN

**Diploma**
Bachelor of Arts

**Date Acquired**
JAN 25, 2021

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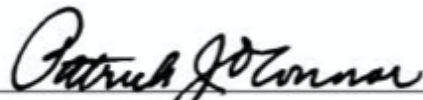
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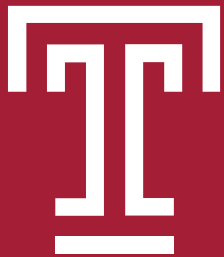
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