



Undergraduate Marketing Concentration Advisor

Information on Requesting Transfer Credit for Marketing 101:

The purpose of this document is to give the student a general feel for the process and requirements to transfer credit for marketing 101. There are many factors that need to be considered, but these are the initial and minimum requirements for transfer credit:

- Academic course work must have been taken at a 4 year college – no credit for work experience.
- Syllabus and transcript must be presented with request.
- Course taken must include case studies and analysis
- Grade of A = Full waiver of the course, i.e., the student does not take 101 here at Wharton, and the course that they took counts toward the degree.
- Grade of B = Partial waiver of the course, i.e., the student, does not take 101 here at Wharton, but the course that they took does not count toward the degree. Rather, instead of taking 101, the student must substitute 101 for another other upper level course to be determined by the department Undergraduate Advisor
- Grade of C or below = Waiver request denied.

It is important to note that the above conditions are necessary but insufficient for the process to move forward. There are other details that may be idiosyncratic to the unique student's situation that will affect whether or not credit will be given.

If you believe you have met the minimum requirements, please complete and printout a Department Course Evaluation Form online at http://undergrad.wharton.upenn.edu/forms/course_eval.pdf. Deliver this form, along with a copy of the transcript and syllabus to the Undergraduate Marketing Concentration Advisor.