

Wharton Marketing Department
Undergraduate Courses and Programs
FALL 2015/SPRING 2016 COURSE OFFERINGS





MARKETING DEPARTMENT

- Home
- Faculty
 - Faculty List
 - Faculty Awards
 - Faculty in the News
 - Faculty Recruiting
- Research
 - Research Papers / Publications
 - Research Centers
 - Wharton Behavioral Lab
- Programs
 - Course Schedules
 - Undergraduate Program**
 - MBA Program
 - PhD Program
 - Student Awards
- Events and Calendars
 - Department Colloquia
 - Decision Processes Colloquia
 - Summer Decision Processes Colloquia
 - Calendars

UNDERGRADUATE PROGRAM



Marketing is a challenging field of study which, to an undergraduate major, offers excellent career prospects. The marketing program at The Wharton School is one of the best in the nation. The primary undergraduate program offered by the department is the [Marketing Concentration](#).

In addition, the department offers a dual concentration [Marketing and Communications](#), which allows students who are concentrating in marketing to take courses at the Annenberg School of Communication. A joint concentration [Marketing Management](#), which emphasizes the importance and partnerships between marketing and operations for new product development, is also offered by the department

For students interested in the retailing industry, a secondary concentration [Retailing](#) has been developed which provides an interdisciplinary overview through courses offered at the Wharton School as well as the College of Arts and Sciences.

The [Consumer Psychology Minor](#) is offered in conjunction with the Psychology Department in the College of Arts and Sciences. This program is not intended for students who are also pursuing a marketing concentration.

For the specific courses required for each program, and contact information for program advisors, please follow the links to the individual programs

Undergraduate Program

- » [Program Information](#)
- » [Consumer Psychology Minor CNPS](#)
- » [Retailing \(Secondary Concentration\) RETG](#)
- » [Marketing and Operations Management \(Joint Concentration\) MAOM](#)
- » [Marketing & Communication \(Dual Concentration\) MKCM](#)
- » [Marketing Concentration MKTG](#)

For more information or to request admission application forms, see [Wharton Undergraduate Programs](#).

FOR CURRENT STUDENTS

- » [Department Overview](#)
- » [Undergraduate Orientation](#)
- » [MUSE \(Student Organization\)](#)
- » [Student Awards](#)
- » [Program Advising & Registration](#)

COURSE INFORMATION

- » [Course Description](#)
- » [Schedule \(Current Term\)](#)
- » [Schedule \(Previous Terms\)](#)



<https://marketing.wharton.upenn.edu/programs/undergraduate/>

Marketing Department Faculty

Standing Faculty

Professor of Marketing

- ❖ J. Scott Armstrong
- ❖ David R. Bell
- ❖ Eric Bradlow
- ❖ George S. Day
- ❖ Jehoshua Eliashberg
- ❖ Peter Fader
- ❖ J. Wesley Hutchinson
- ❖ Barbara Kahn
- ❖ Barbara Mellers
- ❖ Robert Meyer
- ❖ Michael Platt
- ❖ Jagmohan Raju
- ❖ Americus Reed II
- ❖ David Reibstein
- ❖ Thomas S. Robertson
- ❖ Deborah Small
- ❖ Christophe Van den Bulte
- ❖ Patti Williams
- ❖ Yoram (Jerry) Wind
- ❖ Z. John Zhang

Associate Professor of Marketing

- ❖ Jonah Berger
- ❖ Raghu Iyengar
- ❖ Cassie Mogilner

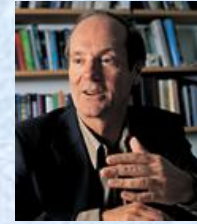
Assistant Professor of Marketing

- ❖ Ron Berman
- ❖ Keisha Cutright
- ❖ Rom Schrift
- ❖ Qiaowei Shen
- ❖ Pinar Yildirim

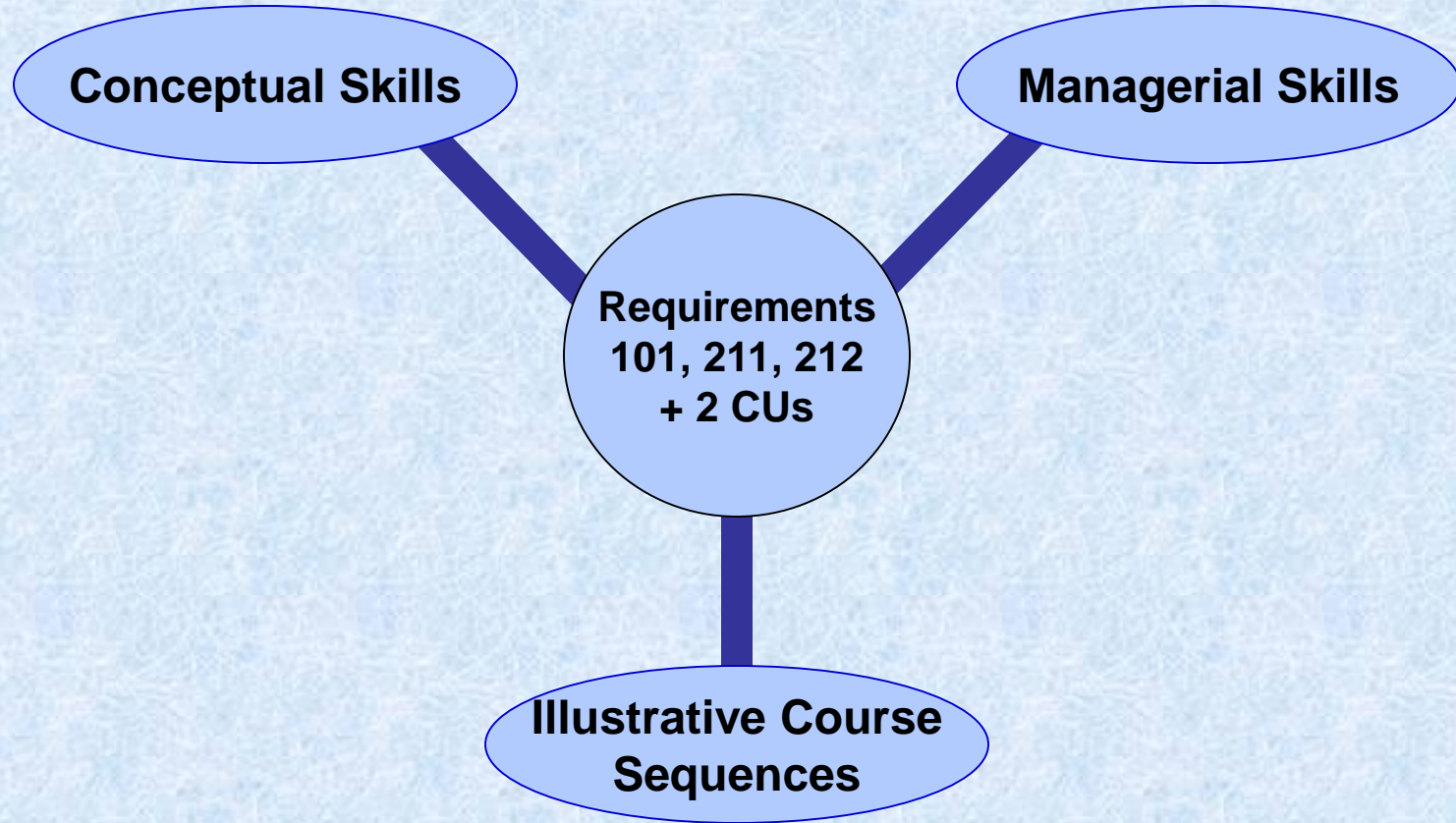
Other Appointments

- ❖ Anthony Adams, Lecturer
- ❖ Keith Niedermeier, Adjunct Assistant Professor
- ❖ Jason Riis, Lecturer in Marketing
- ❖ Nancy Sheridan, Lecturer in Marketing

Marketing Department Faculty



The Marketing Major



Undergraduate Marketing Major Requirements

- **1 CU: MKTG 101 – Introduction to Marketing**
- **1 CU: MKTG 211 – Consumer Behavior**
- **1 CU: MKTG 212 – Data and Analysis for Marketing Decisions***
- **2 CU: from elective list**

* Instead of MKTG 212, you can substitute one of the following:

MKTG 271 Models for Marketing Strategy 1 cu

OR

MKTG 476 Applied Probability Models in Marketing 1 cu

OR

MKTG 309 Special Topics: Experiments for Business Decision Making 1 cu

(with Marketing Department faculty advisor approval)

OR

MKTG 940 (0.5 cu) and MKTG 941 (0.5 cu) - Measurement and Data Analysis in Marketing ★

OR

MKTG 942 (0.5 cu) and MKTG 943 (0.5 cu) Research Methods in Marketing ★

★ This is a PhD course. Students need instructor permission and a permit from the department to enroll

Marketing 101: Introduction to Marketing

Niedermeier

- This is one of the largest undergraduate courses on campus with 2 lectures and 20 recitations a week, in both semesters
- The course is required for Wharton students.
- The course is also of interest to students from the College, Engineering, Nursing, and Communications, among others.
- The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems.

Marketing 211: Consumer Behavior

Riis, Cutright, Niedermeier, Mellers

- This course is concerned with how and why people behave as consumers.
- Its goals are to:
 - provide conceptual understanding of consumer behavior
 - provide experience in applying consumer behavior concepts to marketing management and social policy decision-making
 - develop analytical capability in using behavioral research.

Marketing 212:

Data and Analysis for Marketing Decisions

Park, Eliashberg

- This course examines the role of marketing research in the formulation and solution of marketing problems and the development of the student's basic skills in conducting and evaluating marketing research projects.
- Special emphasis is placed on problem formulation, research design, alternative methods of data collection (including data collection instruments, sampling, and field operations), and data analysis techniques.
- This course will only be offered in Fall 2015. To date, there are no sections planned for Spring 2016. Seniors who must take it to graduate may be allowed to take MKTG 712 if no other options are available.

Marketing Electives

Half semester elective courses (0.5 cu)

- **MKTG 221 - New Product Management ■**
- **MKTG 224 - Advertising ■**
- **MKTG 225 - Principles of Retailing ○**
- MKTG 241 - Entrepreneurial Marketing ♦ *formerly MKTG 281*
- MKTG 242 - Multinational Marketing ♦ *formerly MKTG 282*
- MKTG 246 - Business-to-Business Marketing ♦ *formerly MKTG 286*
- MKTG 251 - Sales Force Management ♦ *formerly MKTG 226*
- **MKTG 254 - Pricing Policy ♦ *formerly MKTG 222* ✓**
- MKTG 259 - Channel Management ♦ *formerly MKTG 223*
- **MKTG 306 - *Special Topics: Retail Merchandising ♦ *formerly MKTG 396* ✓**
- **MKTG 350 - *Special Topics: Research in the Classroom ○**
- **MKTG 352 - *Special Topics: Strategic Brand Management ○**

✓ **Blue** = Course offered Fall 2015

○ **Red** = Course offered Spring 2016

■ **Teal** = Course offered Fall 2015 and Spring 2016

** The application of this course toward the Marketing Major is subject to approval of department undergraduate advisor*

Marketing Electives

Full semester elective courses (1.0 cu)

- **MKTG 230x - Digital Marketing and Electronic Communication** ○
- MKTG 260 - Law of Marketing and Antitrust
- MKTG 262 - New Product Development ♦ *formerly MKTG 232*
- **MKTG 265 - Principles of Advertising** ♦ *formerly MKTG 235* ■
- **MKTG 266 - Social Impact of Marketing** ✓
- **MKTG 271 - Models for Marketing Strategy** ✓
- MKTG 274 - Forecasting Methods for Marketing
- **MKTG 277 - Marketing Strategy** ✓
- MKTG 278 - Strategic Brand Management
- **MKTG 288 - Pricing Strategies** ○
- **MKTG 292 - Creativity** ✓
- MKTG 309 - *Special Topics: Experiments for Business Decision Making ♦ *formerly MKTG 269*
- **MKTG 399 - *Independent Study** ■
- **MKTG 476 - Applied Probability Models in Marketing** ○

✓ **Blue** = Course offered Fall 2015

○ **Red** = Course offered Spring 2016

■ **Teal** = Course offered Fall 2015 and Spring 2016

**The application of this course toward the Marketing Major is subject to approval of department undergraduate advisor*

A note about “mini” courses

- Not all mini courses are offered both halves of a semester, so plan accordingly.
 - Mini Course Sections ending with an “odd” number (i.e.. MKTG224**001**) are offered the first half; “even” number sections are offered the second half (i.e. MKTG224**002**)
- If you plan to take a mini offered in the second half of the semester
 - **be sure you add it in Penn in Touch before the registrar’s add deadline (2/1/16 for spring)**
 - you should try to select it in Penn in Touch during advanced registration – don’t wait until the semester starts as all the seats may be taken for a popular mini course.
- Some topics are covered by both a full term (1.0 cu) or half term (0.5) course. You may only take one for credit as follows:

Mini Course 0.5 credit units		Full Term course 1.0 credit units
MKTG 254 - Pricing Policy	OR	MKTG 288 - Pricing Strategies
MKTG 221 - New Product Management	OR	MKTG 262 - New Product Development
MKTG 224 - Advertising Management	OR	MKTG 265 - Principles of Advertising
MKTG 233 – Social Impact for Marketing	OR	MKTG 266 – Marketing for Social Impact
MKTG 227 - Marketing & Electronic Commerce	OR	MKTG 230x - Digital Marketing & Electronic Commerce
MKTG 352 – Special Topics: Strategic Brand Management	OR	MKTG 278 - Strategic Brand Management

Conceptual Skills - Tools

- **MKTG 211 – Consumer Behavior*** ■
- **MKTG 212 – Data and Analysis for Marketing Decisions*** ✓
- **MKTG 261 - The Psychology of Consumer Financial Decisions** ●
- **MKTG 268 – Contagious** ●
- **MKTG 271 – Models for Marketing Strategy** ✓
- **MKTG 476 – Applied Probability Models in Marketing** ●

* Required course for Marketing Concentration

◆ Teal = Course offered Fall 2015 and Spring 2016
✓ Blue = Course offered Fall 2015
● Red = Course offered Spring 2016

Managerial Skills - Tools

- **MKTG 221 – New Product Management** - Armstrong ✓ **Meyer** ○
- **MKTG 224 – Advertising Management** - Adams ✓ **Armstrong** ■
- MKTG 251 – Sales Force Management
- **MKTG 254 – Pricing Policy** – Zhang ✓
- MKTG 262 – New Product Management
- **MKTG 265 – Principles of Advertising** – Adams ✓ **Armstrong** ■
- **MKTG 266– Social Impact of Marketing** – Small ✓
- **MKTG 288 – Pricing Strategies** - Zhang ○
- **MKTG 292 – Creativity** – Schrift ✓

○ Red = Course offered Spring 2016
■ Teal = Course offered Fall 2015 and Spring 2016
✓ Blue = Course offered Fall 2015

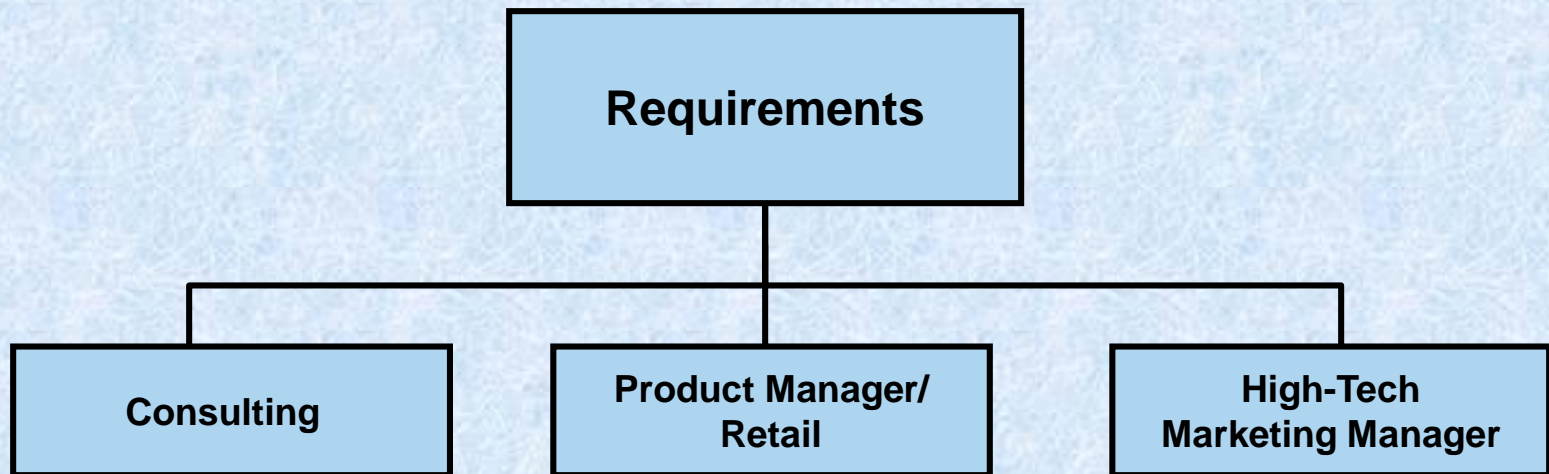
Managerial Skills - Applications

- **MKTG 225 – Principles of Retailing** ●
- MKTG 241 – Entrepreneurial Marketing
- MKTG 242 – Multinational Marketing
- MKTG 260 – Law of Marketing and Antitrust
- **MKTG 277 – Marketing Strategy** ✓
- **MKTG 278 – Strategic Brand Management** ●

● **Red** = Course offered Spring 2016

✓ **Blue** = Course offered Fall 2015

Illustrative Course Sequences



Consulting

- 211 Consumer Behavior* ■
- 212 Data and Analysis for Marketing Decisions*
- 221 New Product Mgmt. ■
- 242 Multinational Mktg.
- 254 Pricing Policy ✓
- 260 Law of Marketing & Antitrust
- 271 Models for Marketing Strategy
- 277 Marketing Strategy ✓
- 288 Pricing Strategies ●
- 476 Applied Probability Models in Marketing ●

Product Manager/ Retail

- 211 Consumer Behavior* ■
- 212 Data and Analysis for Marketing Decisions*
- 221 New Product Mgmt. ■
- 225 Principles of Retailing ●
- 242 Multinational Marketing
- 265 Principles of Advert. ■
- 277 Marketing Strategy ✓
- 288 Pricing Strategies ●
- 292 Creativity ✓

High-Tech Marketing Manager

- 224 Advertising Mgmt ■
- 230x Digital Marketing & Electronic Commerce
- 241 Entrepreneurial Marketing
- 251 Sales Force Management
- 277 Marketing Strategy ✓
- 309 SPECIAL TOPICS:
Applied Experimentation for Business Decision Making

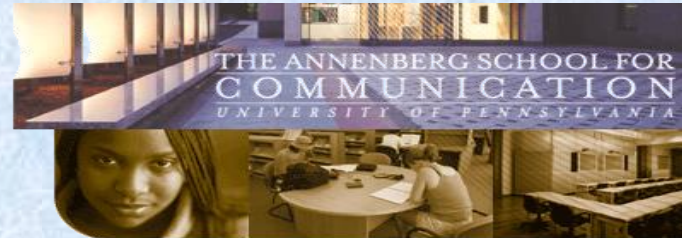
■ Teal = Course offered Fall 2015 and Spring 2016

● Red = Course offered Spring 2016

✓ Blue = Course offered Fall 2015

* Required course

Dual Concentration in Marketing and Communication (MKCM)



The connections between Marketing and Communication as fields of study are many. Whether in advertising, the development of web-based initiatives, or the conduct of market research, marketing professionals must understand the communication process and the most effective methods of conveying information.

The dual concentration in Marketing and Communication allows Wharton students who are concentrating in Marketing to take four courses in the Annenberg School of Communication and to have this cluster of courses recognized on their transcript as a second concentration. Details can be found on the Marketing Department web site under [Undergraduate Programs](#).

Retailing: Secondary Concentration (RETG)

The secondary concentration in Retailing provides an interdisciplinary overview of the retailing industry, combining courses in core retailing skills with industry relevant electives from Wharton and the College of Arts & Sciences. Four course units (cu's) are required for the [Retailing secondary concentration](#), based on the following framework

Required Courses:

Retailing Core Component (1.0 cu): Introductory courses in retailing and retail supply chain management (MKTG 225 and OPIM 397)

Marketing Component (1.0 cu): Selected from retail-relevant courses in marketing (MKTG 211, 212, 224, 227, 241, 259, 262, 265, 278, 288, 292)

Operations Component (1.0 cu): Selected from retail-relevant courses in Management, OPIM, real estate and engineering;

Design Component (1.0 cu): Selected from retail-relevant courses in architecture, communications, OPIM, urban studies and visual studies.

Marketing & Operations Management (Joint Concentration) MAOM

- The Marketing and Operations Management joint concentration emphasizes the importance of partnership between marketing and operations for new product development (NPD).
- The concentration gives students a choice of several complementary courses within the Marketing and OPIM departments. The concentration requires a total of four course units - two course units from each department.

PRE-REQUISITES: MKTG 101 and OPIM 101 (unless exempt).

OPIM (2 cu' s REQUIRED)

OPIM 220 - Operations Management
OPIM 224 - Service Operations:
 Models and Applications
OPIM 240 - Gamification of Business
OPIM 314 - Enabling Technologies
OPIM 415 - Product Design
OPIM 416x - Design of Web-Based Products
 and Services

Other Marketing electives, such as special topics or experimental courses, may be permissible only with written approval of the Marketing concentration advisor.

MKTG (2 cu' s REQUIRED)

MKTG 225 - Principles of Retailing .5 cu
MKTG 227 - Marketing & Electronic Commerce .5 cu
MKTG 251 - Sales Force Management .5 cu
MKTG 259 - Channel Management .5 cu
MKTG 271 - Models for Marketing Strategy 1 cu
MKTG 277 - Marketing Strategy 1 cu
MKTG 292 - Creativity 1 cu
MKTG 476 - Applied Probability Models for Marketing 1 cu

MKTG 254 - *Pricing Policy .5 cu OR
MKTG 288 - *Pricing Strategy 1 cu

MKTG 221 - *New Product Management .5 cu OR
MKTG 262 - *New Product Development 1 cu

Undergraduate Marketing Club (MUSE)



MUSE Web Site: <http://www.musepenn.org/>