

## SPRING 2018 COURSE OFFERINGS

The Marketing Department's spring "2018A" Course Schedule is not visible to students until October 2017. To help you plan your course selections for 2017-18, below are lists of courses that the Department currently plans to offer in 2018A.

### Undergraduate Courses

#### Full Semester Courses (1.0 cu)

- MKTG101
- MKTG211
- MKTG212
- MKTG262
- MKTG270
- MKTG277
- MKTG278
- MKTG288
- MKTG476

#### Half Semester Courses (0.5 cu)

- MKTG225 (Q3)
- MKTG254 (Q4)
- MKTG351 (Q3) "Special Topics: Introduction to Brain Science for Business" taught by Michael Platt

### MBA Courses

#### Full Semester Courses (1.0 cu)

- MKTG711
- MKTG712
- MKTG770
- MKTG776
- MKTG777
- MKTG778
- MKTG853 - **New** "Special Topics: Design Thinking - A Human-Centered Approach to Innovation" taught by Kathryn Sharpe Wessling

#### Half Semester Courses (0.5 cu)

- MKTG612 (Q4)
- MKTG613 (see NOTE below for schedule)
- MKTG724 (Q3 and Q4)
- MKTG725 (Q4)
- MKTG727 (Q4)
- MKTG754 (Q4)
- MKTG851 (Q3) "Special Topics: Introduction to Brain Science for Business" taught by Michael Platt

*NOTE: Two sessions of **MKTG 613** will be taught. You can take it **January 2018** (5 consecutive days before the Spring term begins) OR in **February 2018** (two consecutive weekends - all day on Friday & Saturday). Please note that the January sections are indicated as "2017C" courses in SPIKE, Penn in Touch, etc.*

### Doctoral Courses

#### Semester Long Courses (0.5 cu)

- MKTG972\*
- MKTG974\*

#### Half Semester Courses (0.5 cu)

- MKTG940 (Q3)
- MKTG941 (Q4)
- MKTG952 (Q3)
- MKTG953 (Q4)
- MKTG954 (Q3)
- MKTG955 (Q4)
- MKTG956 (Q3)
- MKTG957 (Q4)

\* These two courses meet once a week at 12:00 noon, for 1.5 hrs. for the entire semester