

Wharton Marketing Department

Undergraduate Courses and Programs

FALL 2017/SPRING 2018 COURSE OFFERINGS



Marketing Department Faculty

teaching in 2017-18

Standing Faculty

Professor of Marketing

- ❖ J. Scott Armstrong
- ❖ David R. Bell
- ❖ Eric Bradlow
- ❖ Jehoshua Eliashberg
- ❖ Peter Fader
- ❖ J. Wesley Hutchinson
- ❖ Barbara Kahn
- ❖ Robert Meyer
- ❖ Gideon Nave
- ❖ Aviv Nevo
- ❖ Michael Platt
- ❖ Jagmohan Raju
- ❖ Americus Reed
- ❖ David Reibstein
- ❖ Thomas S. Robertson
- ❖ Deborah Small
- ❖ Christophe Van den Bulte
- ❖ Patti Williams
- ❖ Z. John Zhang

Associate Professor of Marketing

- ❖ Jonah Berger
- ❖ Raghu Iyengar

Assistant Professor of Marketing

- ❖ Ron Berman
- ❖ Rom Schrift
- ❖ Pinar Yildirim

Emeritus Professor of Marketing

- ❖ Leonard Lodish

Other Instructors for 2017-18

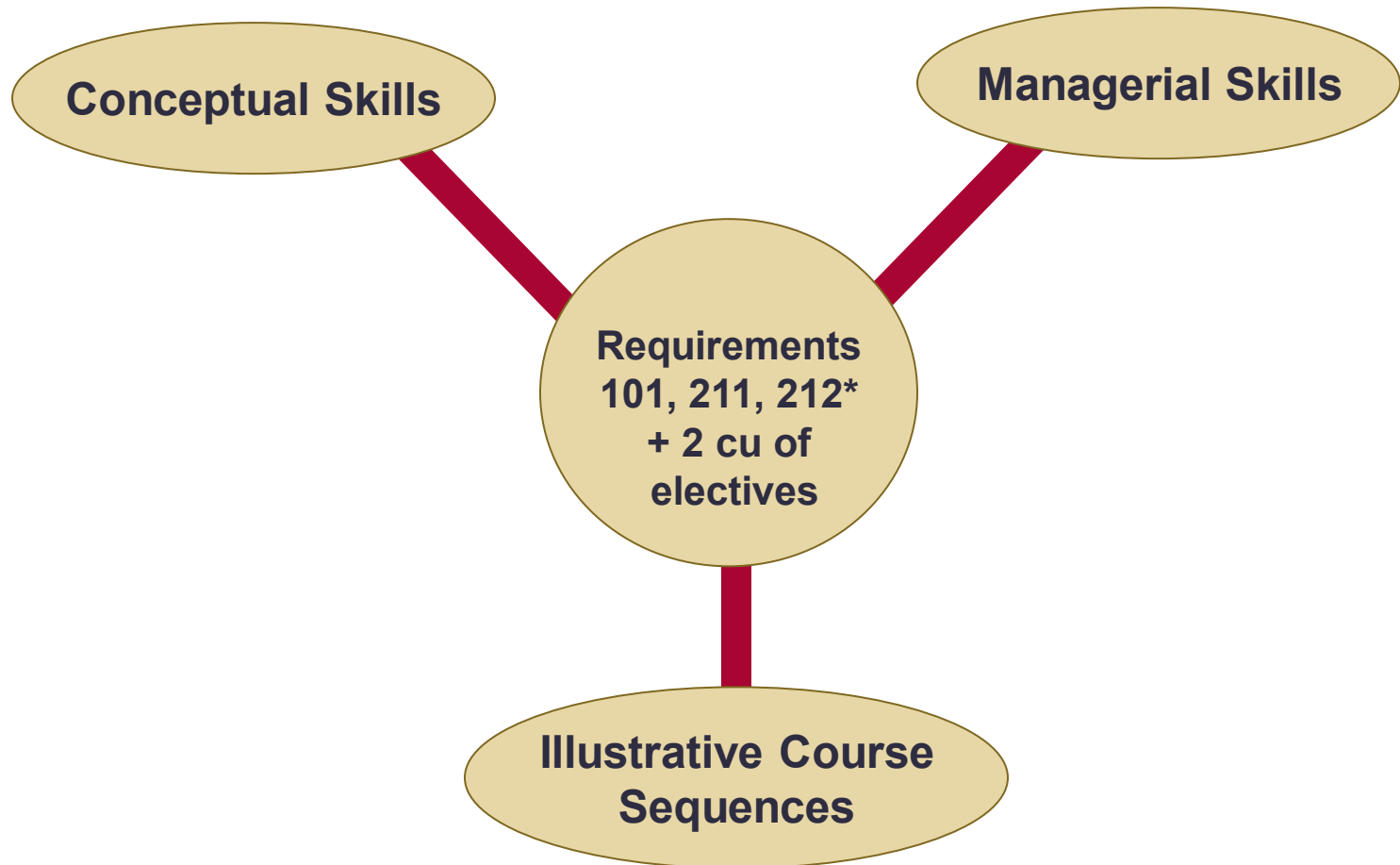
- ❖ Keith Niedermeier, Adjunct Associate Professor
- ❖ Bari Harlam, Adjunct Professor of Marketing
- ❖ Martin Lautman
- ❖ Ludovica Cesareo
- ❖ Jason Riis
- ❖ Nancy Sheridan
- ❖ Kathryn Sharpe Wessling

- ❖ Marissa Sharif
- ❖ Shiri Melumad

Marketing Department Faculty



The Marketing Concentration



* Substitutions for MKTG 212 are available

Marketing Concentration - 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
- MKTG 476 Applied Probability Models in Marketing 1 cu
- MKTG 309 Special Topics: Experiments for Business Decision Making 1 cu
(with Marketing Department faculty advisor approval)
- MKTG 940 (0.5 cu) and MKTG 941 (0.5 cu) - Measurement and Data Analysis in Marketing ★
- 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

Instructors: Niedermeier

This is one of the largest undergraduate courses on campus with 2 lectures and 20 recitations a week, in both semesters. The course fills up quickly so register early to ensure that you get a seat.

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.

Section MKTG101220 is limited to Wharton Scholars ONLY. Do not ask for a permit to get into this section.

When registering for this course in Penn in Touch, students should select a recitation section first, and then select the lecture. If you are not registered for both a recitation and a lecture you will eventually be dropped from the course by the registration system.

Marketing 211: Consumer Behavior

Instructors: Riis, Sharif, Melumad

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.

CPNS Minors who plan to graduate in Spring 2018, and still need to take this course, should request it in advanced registration. If unsuccessful in obtaining a seat that way, they should immediately contact the Marketing Department's course coordinator about obtaining a permit. Waiting until classes begin may be too late to secure a seat.

Marketing 212: Data and Analysis for Marketing Decisions

Instructors: Eliashberg, Nave

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.

CPNS Minors who plan to graduate in Spring 2018, and still need to take this course, should request it in advanced registration. If unsuccessful in obtaining a seat that way, they should immediately contact the Marketing Department's course coordinator about obtaining a permit. Waiting until classes begin may be too late to secure a seat.

Marketing Electives

Half semester elective courses (0.5 cu)

MKTG 221 - New Product Management

MKTG 224 - Advertising Management - Niedermeier ✓

MKTG 225 - Principles of Retailing - Harlam ●

MKTG 227 - Digital Marketing and E-Commerce – Bell ■

MKTG 234x - *Idea Generation & the Systemic Approach for Creativity – Schrift ✓

MKTG 241 - Entrepreneurial Marketing – Lautman/Lodish ✓

MKTG 242 - Multinational Marketing

MKTG 246 - Business-to-Business Marketing

MKTG 251 - Sales Force Management

MKTG 254 - Pricing Policy - Zhang ●

MKTG 259 - Channel Management

MKTG 306 - *Special Topics: Retail Merchandising - Sheridan ✓

MKTG 351 - *Special Topics: Introduction to Brain Science for Business - Platt ●

● Red = Course offered Spring 2018

■ Teal = Course offered Fall 2017 and Spring 2018

✓ Gold = Course offered Fall 2017

** The application of this course toward the Marketing Concentration is subject to approval of department's faculty undergraduate advisor*

Marketing Electives

Full semester elective courses (1.0 cu)

MKTG 260 - Law of Marketing and Antitrust

MKTG 262 - New Product Development - Wessling ●

MKTG 265 - Principles of Advertising - Armstrong ✓

MKTG 266 - Social Impact of Marketing - Small ✓

MKTG 268 - Contagious: How Products, Idea, and Behaviors Catch On

MKTG 270 - Digital Marketing, Social Media and E-Commerce - Bell ■

MKTG 271 - Models for Marketing Strategy - Eliashberg ✓

MKTG 274 - Forecasting Methods for Marketing

MKTG 277 - Marketing Strategy Robertson, Yildirim ■

MKTG 278 - Strategic Brand Management - Williams ●

MKTG 288 - Pricing Strategies – Zhang ●

MKTG 292 - Creativity

MKTG 309 - *Special Topics: Experiments for Business Decision Making

MKTG 399 - *Independent Study ■

MKTG 476 - Applied Probability Models in Marketing - Fader ●

● **Red** = Course offered Spring 2018

■ **Teal** = Course offered Fall 2017 and Spring 2018

✓ **Gold** = Course offered Fall 2017

** The application of this course toward the Marketing Concentration is subject to approval of department's faculty undergraduate advisor*

Helpful information about 0.5 cu “mini courses”

Not all mini courses are offered both halves of a semester, so plan accordingly.

When registering in Penn in Touch for a 0.5 cu course, pay attention to the start and end dates of the course.

In the Marketing department, the mini course sections ending with an “odd” number (i.e.. MKTG224**001**) are offered the first half of the semester; “even” number sections are offered the second half of the semester (i.e. MKTG224**002**)

If you plan to take a mini course offered in the **second half** of the semester

You can increase chances of getting a seat, by selecting it in Penn in Touch during advanced registration – don’t wait until the semester starts as all the seats may already be taken for a popular mini course.

Be sure you add it in Penn in Touch before the registrar’s Course Selection (or “add”) deadline (9/18/17 for fall, 1/29/18 for spring). **DO NOT** wait until the second half of the semester to try to register for it as Penn in Touch blocks you from adding any course (including second half minis) past the deadline.

Same course topic for full term and mini courses

Some topics are covered by both a full term (1.0 cu) or half term (0.5) course. This allows you to choose between an overview or more in depth exploration of a topic. But both cannot count toward your degree.

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 227 - Marketing & Electronic Commerce	OR	MKTG 270 – Digital Marketing, Social Media & Electronic Commerce
MKTG 234x - Idea Generation and the Systemic Approach for Creativity	OR	MKTG 292 - Creativity

Suggested courses:

Conceptual Skills/Tools

MKTG 211 – Consumer Behavior – Riis, Melumad, Sharif ■

MKTG 212 – Data and Analysis for Marketing Decisions – Eliashberg, Nave ■

MKTG 268 – Contagious

MKTG 271 – Models for Marketing Strategy - Eliashberg ✓

MKTG 476 – Applied Probability Models in Marketing – Fader ●

● **Red** = Course offered Spring 2018

■ **Teal** = Course offered Fall 2017 and Spring 2018

✓ **Gold** = Course offered Fall 2017

Suggested courses:

Managerial Skills/Tools

MKTG 221 – New Product Management

MKTG 224 – Advertising Management – Niedermeier ✓

MKTG 234x – Idea Generation & the Systematic Approach for Creativity – Schrift ✓

MKTG 251 – Sales Force Management

MKTG 254 – Pricing Policy – Zhang ●

MKTG 262 – New Product Management - Wessling ●

MKTG 265 – Principles of Advertising – Armstrong ✓

MKTG 266 – Social Impact of Marketing – Small ✓

MKTG 288 – Pricing Strategies - Zhang ●

MKTG 292 – Creativity

● Red = Course offered Spring 2018

■ Teal = Course offered Fall 2017 and Spring 2018

✓ Gold = Course offered Fall 2017

Suggested courses:

Managerial Skills/Applications

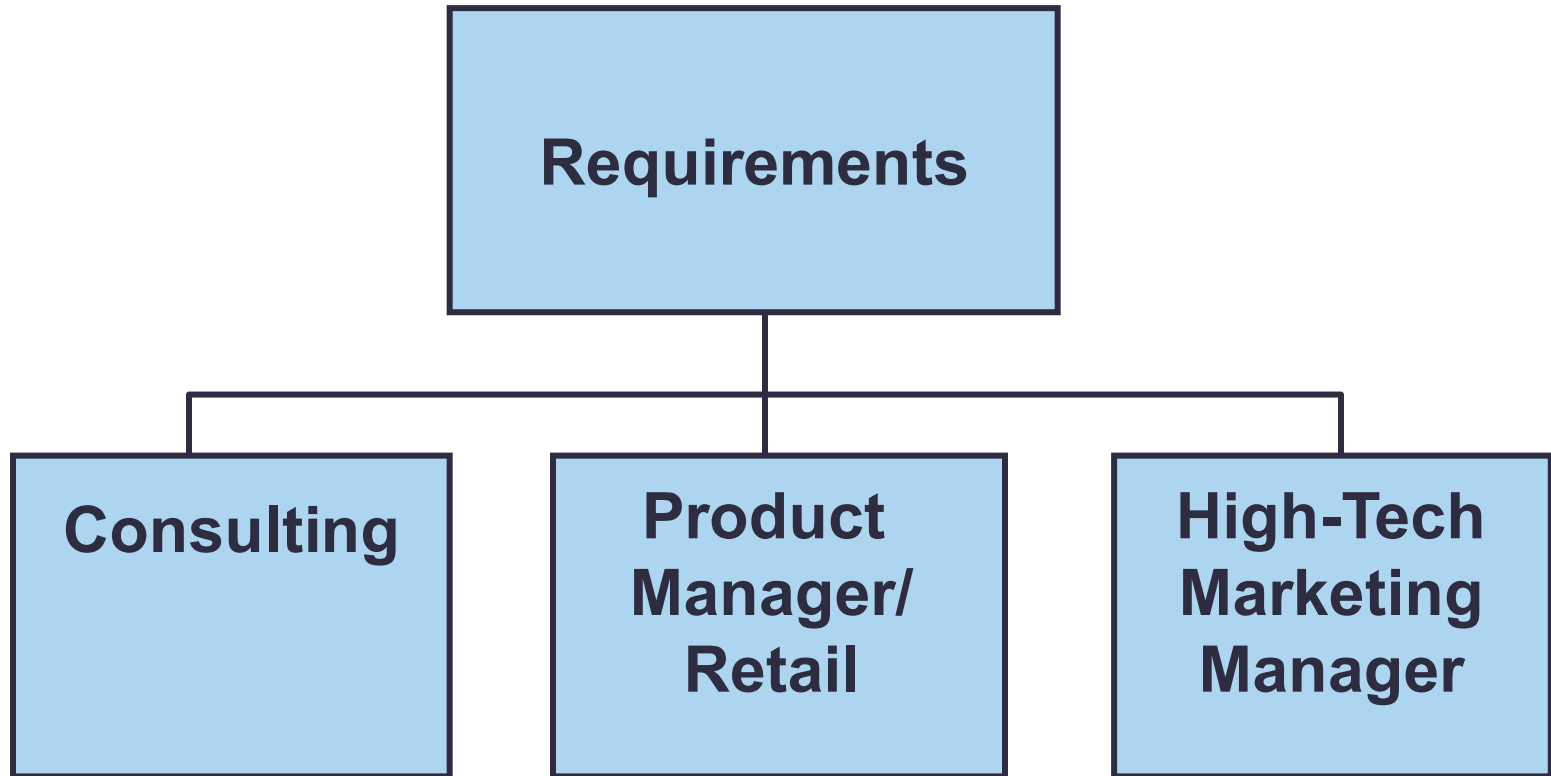
- MKTG 225 – Principles of Retailing - Harlam ●
- MKTG 241 – Entrepreneurial Marketing – Lautman / Lodish ✓
- MKTG 242 – Multinational Marketing
- MKTG 260 – Law of Marketing and Antitrust
- MKTG 277 – Marketing Strategy – Robertson, Yildirim ■
- MKTG 278 – Strategic Brand Management – Williams ●

● **Red** = Course offered Spring 2018

■ **Teal** = Course offered Fall 2017 and Spring 2018

✓ **Gold** = Course offered Fall 2017

Illustrative Course Sequences



Suggested courses:

Consulting Sequence

- 211 Consumer Behavior – Riis, Sharif, Melumad ■
- 212 Data and Analysis for Marketing Decisions – Eliashberg, Nave ■
- 221 New Product Management
- 242 Multinational Marketing
- 254 Pricing Policy - Zhang ●
- 260 Law of Marketing & Antitrust
- 271 Models for Marketing Strategy - Eliashberg ✓
- 277 Marketing Strategy – Robertson, Yildirim ■
- 288 Pricing Strategies - Zhang ●
- 476 Applied Probability Models in Marketing - Fader ●

● Red = Course offered Spring 2018

■ Teal = Course offered Fall 2017 and Spring 2018

✓ Gold = Course offered Fall 2017

Suggested courses:

Product Manager/Retail

- 211 - Consumer Behavior – Riis, Sharif, Melumad ■
- 212 - Data and Analysis for Marketing Decisions - Eliashberg, Nave ■
- 221 - New Product Management
- 234x - *Idea Generation & the Systemic Approach for Creativity – Schrift ✓
- 225 - Principles of Retailing - Harlam ●
- 242 - Multinational Marketing
- 265 - Principles of Advertising - Armstrong ✓
- 277 - Marketing Strategy – Robertson, Yildirim ■
- 288 - Pricing Strategies – Zhang ●
- 292 - Creativity

● Red = Course offered Spring 2018

■ Teal = Course offered Fall 2017 and Spring 2018

✓ Gold = Course offered Fall 2017

Suggested courses:

High-tech Marketing Manager Sequence

224 - Advertising Management - Niedermeier ✓

227 - Digital Marketing and E-Commerce – Bell ■

241 - Entrepreneurial Marketing – Lodish/Lautman ✓

251 - Sales Force Management

270 - Digital Marketing, Social Media, and E- Commerce – Bell ■

277 - Marketing Strategy – Robertson, Yildirim ■

309 - Special Topics: Applied Experimentation for Business Decision Making

● **Red** = Course offered Spring 2018

■ **Teal** = Course offered Fall 2017 and Spring 2018

✓ **Gold** = Course offered Fall 2017

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 Program](#).

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

- **Retailing Core Component** (1.0 cu): Introductory courses in retailing and retail supply chain management (MKTG 225 and OIDD 397)
- **Marketing Component** (1.0 cu): Selected from retail-relevant courses in marketing (MKTG 211, 212, 224, 227, 241, 259, 262, 265, 270, 278, 288, 292)
- **Operations Component** (1.0 cu): Selected from retail-relevant courses in Management, OIDD, real estate and engineering;
- **Design Component** (1.0 cu): Selected from retail-relevant courses in architecture, communications, OIDD, 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.

One of the courses must be OPIM 415 (Product Design), MKTG 221 (New Product Management), or MKTG 262 (New Product Development). Each of these three courses includes a project that is relevant to the joint concentration.

Marketing & Operations Management (Joint Concentration) MAOM continued

Below are courses that can be taken to satisfy the MAOM requirements. Program requirements may change as departments add or delete courses so it is best to check the OIDD or MKTG department websites.

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

OIDD (2 cu' s REQUIRED)

OIDD 220 - Operations Management
OIDD 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

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 270 - Digital Marketing, Social Media & E-Com 1 cu
MKTG 271 - Models for Marketing Strategy 1 cu
MKTG 277 - Marketing Strategy 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

MKTG 234x - Idea Generation & the Systemic Approach
 for Creativity (0.5 cu) .5 cu **OR**
MKTG 292 - Creativity 1 cu

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

Undergraduate Marketing Club (MUSE)



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