

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 is a tentative list of courses that the Department currently plans to offer in 2018A. Once the courses are officially entered into SRS, students should refer to the system generated schedule pages for the most up to date information.

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)
- MKTG227 (Q4)
- MKTG237x (Q3) **New** (replacing special topics version MKTG351) - *Introduction to Brain Science for Business*
- MKTG238x (Q4) **New** (replacing special topics version MKTG350) - *Consumer Neuroscience*
- MKTG254 (Q4)

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)
- MKTG737x (Q3) **New** (replacing special topics version MKTG851) - *Introduction to Brain Science for Business*
- MKTG738x (Q4) **New** (replacing special topics version MKTG850) - *Consumer Neuroscience*
- MKTG754 (Q4)

*NOTE: Two sessions of **MKTG 613** will be taught. You can take it **January 3, 4, 5, 6, 7, 2018** (5 consecutive days - part of 2017C Course Match) OR in Q4 **March 16-17 & 23-24, 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)

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

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