

SPRING 2019 COURSE OFFERINGS

The Marketing Department's spring "2019A" Course Schedule is not visible to students until October 2018. To help you plan your course selections for 2018-19, below is a tentative list of courses that the Department currently plans to offer in 2019A. Once the courses are entered into the Registration System, students should refer to Penn in Touch and Spike for the most up to date Course information.

Undergraduate Courses

Full Semester Courses (1.0 cu)

- MKTG101
- MKTG211
- MKTG212
- MKTG270
- MKTG277
- MKTG278
- MKTG288
- MKTG309
- MKTG476

Half Semester Courses (0.5 cu)

- MKTG221 (Q3)
- MKTG225 (Q3)
- MKTG350 (Q4) *Special Topics - Consumer Neuroscience*
- MKTG237x (Q3) *Introduction to Brain Science for Business*
- MKTG254 (Q4)

MBA Courses

Full Semester Courses (1.0 cu)

- MKTG711
- MKTG712
- MKTG770
- MKTG776
- MKTG777
- MKTG778
- MKTG809

Half Semester Courses (0.5 cu)

- MKTG612 (Q4)
- MKTG613 (see NOTE below for schedule)
- MKTG721 (Q3)
- MKTG754 (Q4)
- MKTG725 (Q4)
- MKTG850 (Q4) *Special Topics - Consumer Neuroscience*
- MKTG737x (Q3) *Introduction to Brain Science for Business*

*NOTE: Two sessions of **MKTG 613** will be taught. You can take it in **January 2019** (5 consecutive days - part of 2018C Course Match) OR during the 2019A Term (Dates TBA - two consecutive weekends - all day on Friday & Saturday usually in February or March.) Please note that the January sections are indicated as "2018C" 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*