

SPRING 2020 COURSE OFFERINGS

The Marketing Department's spring "2020A" Course Schedule is not visible to students until October 2019. To help you plan your course selections for 2019-20, below is a tentative list of courses that the Department currently plans to offer in 2020A. Once the courses are entered into the Registration System, students should refer to Penn in Touch and MyWharton for the most up to date Course information.

Undergraduate Courses

Full Semester Courses (1.0 cu)

- MKTG 101
- MKTG 211
- MKTG 212
- MKTG 278
- MKTG 288
- MKTG 309 *Special Topics: Experiments for Business Decision Making*
- MKTG 239x *Visual Marketing*
- MKTG 476

Half Semester Courses (0.5 cu)

- MKTG 221 (Q3)
- MKTG 225 (Q3)
- MKTG 227(Q4)
- MKTG 237x (Q3) *Introduction to Brain Science for Business*
- MKTG 254 (Q4)
- MKTG 350 (Q4) *Special Topics: Consumer Neuroscience*
- MKTG 352 (Q4) *Special Topics: Marketing Analytics*
- MKTG 401 (Q3)

MBA Courses

Full Semester Courses (1.0 cu)

- MKTG 711
- MKTG 712
- MKTG 776
- MKTG 777
- MKTG 778
- MKTG 809 *Special Topics: Experiments for Business Decision Making*
- MKTG 739x *Visual Marketing*

Half Semester Courses (0.5 cu)

- MKTG 612 (Q4)
- MKTG 613 (see NOTE below for schedule)
- MKTG 721 (Q3)
- MKTG 725 (Q3)
- MKTG 727 (Q3)
- MKTG 737x (Q3) *Introduction to Brain Science for Business*
- MKTG 754 (Q4)
- MKTG 850 (Q4) *Special Topics - Consumer Neuroscience*
- MKTG 852 (Q4) *Special Topics - Marketing Analytics*

NOTE: Two sessions of **MKTG 613** will be taught. You can take it in **January 2020** (5 consecutive days - part of 2019C Course Match) OR during the 2020A 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 "2019C" courses in Course Match, 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