

SPRING 2021 COURSE OFFERINGS

The Marketing Department's spring "2021A" Course Schedule is not visible to students until October 2020. To help you plan your course selections for 2020-21, below is a **tentative list** of courses that the Department currently plans to offer in 2021A. Once the courses are entered into the Registration System, students should refer to Penn InTouch and MyWharton for the most up to date Course information.

Undergraduate Courses

Full Semester Courses (1.0 cu)

- **MKTG 211** *Consumer Behavior*
- **MKTG 212** *Data and Analysis for Marketing Decisions*
- **MKTG 239x** *Visual Marketing*
- **MKTG 278** *Strategic Brand Management*
- **MKTG 309** *Special Topics: Experiments for Business Decision Making*
- **MKTG 476** *Applied Probability Models in Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 225** (Q3) *Principles of Retailing*
- **MKTG 227** (Q3 & Q4) *Digital Marketing and Electronic Commerce*
- **MKTG 237** (Q3) *Introduction to Brain Science for Business*
- **MKTG 247x** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 350** (Q4) *Special Topics - Consumer Neuroscience*
- **MKTG 352** (Q4) *Special Topics - Marketing Analytics*
- **MKTG 306** (Q4) *Special Topics - Retail Merchandising*
- **MKTG 401x** (Q3) *Marketing Analytics Capstone: Learning by Doing*

MBA Courses

Full Semester Courses (1.0 cu)

- **MKTG 711** *Consumer Behavior*
- **MKTG 712** *Data and Analysis for Marketing Decisions*
- **MKTG 739x** *Visual Marketing*
- **MKTG 776** *Applied Probability Models in Marketing*
- **MKTG 778** *Strategic Brand Management*
- **MKTG 809** *Special Topics: Experiments for Business Decision Making*

Half Semester Courses (0.5 cu)

- **MKTG 612** (Q3)
- **MKTG 613** (see NOTE below for schedule)
- **MKTG 725** (Q3) *Principles of Retailing*
- **MKTG 727** (Q3) *Digital Marketing and Electronic Commerce*
- **MKTG 737** (Q3) *Introduction to Brain Science for Business*
- **MKTG 747x** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 806** (Q4) *Special Topics - Retail Merchandising*
- **MKTG 850** (Q4) *Special Topics - Consumer Neuroscience*
- **MKTG 852** (Q4) *Special Topics - Marketing Analytics*

*NOTE: Two sessions of **MKTG 613** will be taught during the 2021A Term (two consecutive weekends - all day on a Friday & Saturday) SESSION 1: March 19-20 and March 26-27, 2021; or SESSION 2: April 2-3, and April 9-10, 2021*

Doctoral Courses

Semester Long Courses (0.5 cu)

- MKTG972*
- MKTG974*

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

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) |