

Wharton Marketing Department

Undergraduate Courses and Programs

FALL 2021/SPRING 2022 COURSE OFFERINGS



**MARKETING
DEPARTMENT**

Marketing Department Faculty

2021-22

Standing Faculty

Professor of Marketing

- ❖ Eric Bradlow
- ❖ Peter Fader
- ❖ Raghu Iyengar
- ❖ Barbara Kahn
- ❖ Cait Lambertson
- ❖ Barbara Mellers
- ❖ Robert Meyer
- ❖ 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

Assistant Professor of Marketing

- ❖ Ron Berman
- ❖ Wendy De La Rosa
- ❖ Zhenling Jiang
- ❖ John McCoy
- ❖ Shiri Melumad
- ❖ Gideon Nave
- ❖ Marissa Sharif
- ❖ Pinar Yildirim

Emeritus Professor of Marketing

- ❖ Leonard Lodish

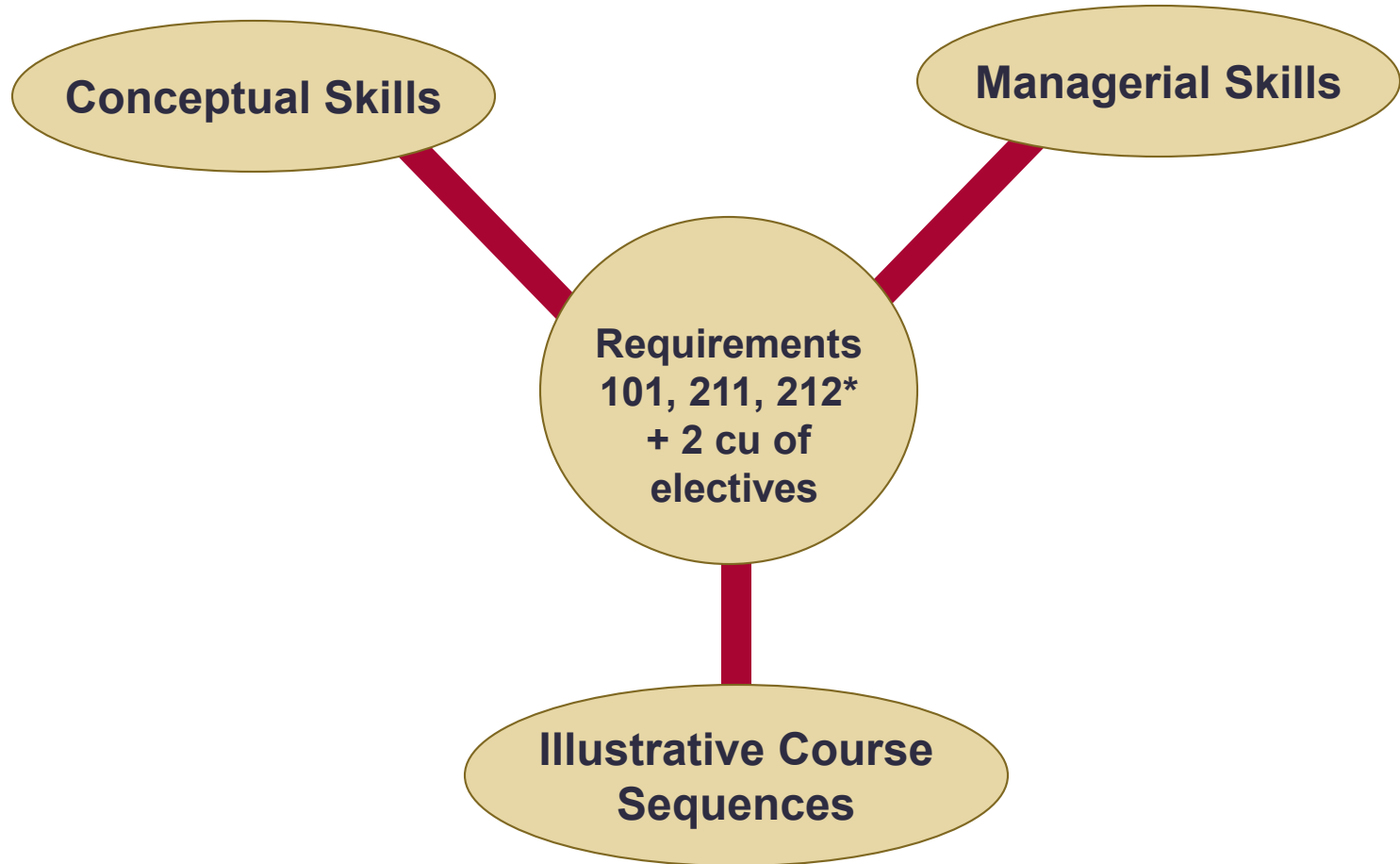
Other Instructors for 2021-22

- ❖ Anne Wilson, Full Time Lecturer
- ❖ Herbert J Kleinberger, Part Time Lecturer
- ❖ Bryan Eshelman, Part Time Lecturer
- ❖ Martin R Lautman, Adjunct Professor of Marketing

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: Lamberton, Kahn

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: De la Rosa, 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 2022, 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: Jiang, Dew

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 2022, 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

MKTG 225 - Principles of Retailing ●

MKTG 227 - Digital Marketing and E-Commerce

MKTG 234 - Idea Generation & the Systemic Approach for Creativity

MKTG 237 - Brain Science for Business ●

MKTG 241 - Entrepreneurial Marketing ✓

MKTG 247x - *Marketing Strategy for Technology Platforms ●

MKTG 254 - Pricing Policy ●

MKTG 306 - *Special Topics: Retail Merchandising ●

MKTG 350 - *Special Topics: Consumer Neuroscience ●

MKTG 352 - *Special Topics: Marketing Analytics

MKTG 401 – Capstone Course: Marketing Analytics ●

● **Red** = Course offered Spring 2022

■ **Teal** = Course offered Fall 2021 and Spring 2022

✓ **Gold** = Course offered Fall 2021

** 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 239 - Visual Marketing ●

MKTG 260 - Innovation, Marketing Strategy, and Antitrust

MKTG 262 - New Product Development

MKTG 265 - Principles of Advertising

MKTG 266 - Social Impact of Marketing ✓

MKTG 270 - Digital Marketing, Social Media and E-Commerce ●

MKTG 271 - Models for Marketing Strategy ✓

MKTG 277 - Marketing Strategy ✓

MKTG 278 - Strategic Brand Management ●

MKTG 288 - Pricing Strategies ●

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

MKTG 399 - *Independent Study ■

MKTG 476 - Applied Probability Models in Marketing ●

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** 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 (posted on Registrar’s website). **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

Some courses are offered as a “**Special Topics**” course first, before they are proposed as an experimental or permanent course in the department. If you have taken a Special Topics course, you cannot also take the course again if it becomes an experimental/permanent course. Example: Visual Marketing - MKTG239 (permanent) MKTG354 (Special Topics).

Suggested courses:

Conceptual Skills/Tools

MKTG 211 – Consumer Behavior* ■

MKTG 212 – Data and Analysis for Marketing Decisions* ■

MKTG 271 – Models for Marketing Strategy ✓

MKTG 476 – Applied Probability Models in Marketing ●

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✓ **Gold** = Course offered Fall 2021

Suggested courses:

Managerial Skills/Tools

MKTG 221 – New Product Management

MKTG 224 – Advertising Management

MKTG 234 – Idea Generation & the Systematic Approach for Creativity

MKTG 254 – Pricing Policy – Zhang ●

MKTG 262 – New Product Management

MKTG 265 – Principles of Advertising

MKTG 266 – Social Impact of Marketing – Small ✓

MKTG 288 – Pricing Strategies - Zhang ●

MKTG 292 – Creativity

● **Red** = Course offered Spring 2021

■ **Teal** = Course offered Fall 2021 and Spring 2022

✓ **Gold** = Course offered Fall 2021

Suggested courses:

Managerial Skills/Applications

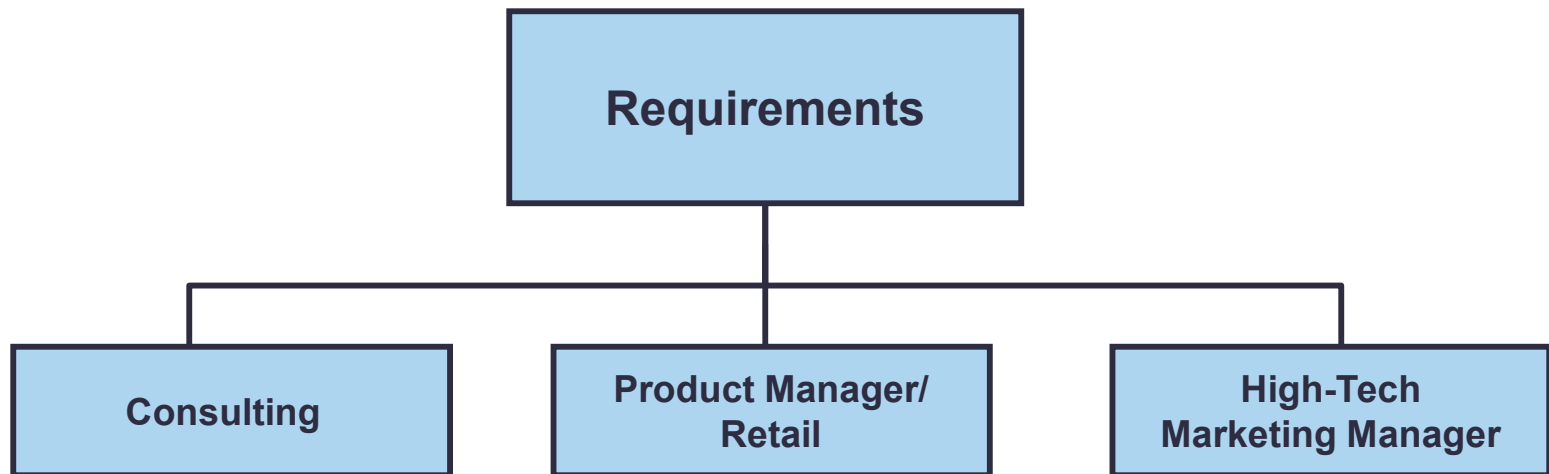
- MKTG 225 – Principles of Retailing ●
- MKTG 241 – Entrepreneurial Marketing ✓
- MKTG 247x - *Marketing Strategy for Technology Platforms ●
- MKTG 260 – Law of Marketing and Antitrust
- MKTG 277 – Marketing Strategy ■
- MKTG 278 – Strategic Brand Management ●

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Illustrative Course Sequences



Suggested courses:

Consulting Sequence

- 211 Consumer Behavior ■
- 212 Data and Analysis for Marketing Decisions ■
- 221 New Product Management
- 254 Pricing Policy ●
- 260 Law of Marketing & Antitrust
- 271 Models for Marketing Strategy ✓
- 277 Marketing Strategy ■
- 288 Pricing Strategies ●
- 476 Applied Probability Models in Marketing ●

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Suggested courses:

Product Manager/Retail

- 211 Consumer Behavior* ■
- 212 Data and Analysis for Marketing Decisions ■
- 221 New Product Management
- 234 Idea Gen. for Creativity
- 225 Principles of Retailing ●
- 265 Principles of Advertising
- 277 Marketing Strategy ✓
- 288 Pricing Strategies ●

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✓ Gold = Course offered Fall 2021

Suggested courses:

High-tech Marketing Manager Sequence

224 Advertising Management

227 Digital MKTG and E-Commerce

241 Entrepreneurial Marketing ✓

247x Marketing Strategy for Technology Platforms ●

270 Digital Marketing, Social Media, & E-Commerce ●

277 Marketing Strategy ✓

309 Special Topics: Applied Experimentation for Business Decision Making

352 Special Topics: Marketing Analytics

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■ Teal = Course offered Fall 2021 and Spring 2022

✓ Gold = Course offered Fall 2021

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, 234, 241, 262, 265, 270, 278, 288)
- **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 OIDD departments. The concentration requires a total of four course units - two course units from each department.

One of the courses must be OIDD 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 course 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 - Analytics for Service Operations
OIDD 236 - Scaling Operations in Tech Ventures
OIDD 240 - Gamification of Business
OIDD 245 - Analytics & Digital Economy
OIDD 314 - Enabling Technologies
OIDD 415 - Product Design
OIDD 416x - Design of Web-Based
 Products and Services
OIDD 659 - Advanced Product Design

MKTG (2 cu' s REQUIRED)

MKTG 225 - Principles of Retailing .5 cu
MKTG 227 - Marketing & Electronic Commerce .5 cu
MKTG 234 - Idea Generation & the Systemic Approach
 for Creativity (0.5 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

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/>