

SPRING 2022 COURSE OFFERINGS

The Marketing Department's spring "2022A" Course Schedule is not visible to students until October 2021. To help you plan your course selections for 2021-22, below is a **tentative list** of courses that the Department currently plans to offer in 2022A. 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 101** *Introduction to Marketing*
- **MKTG 211** *Consumer Behavior*
- **MKTG 212** *Data and Analysis for Marketing Decisions*
- **MKTG 239** *Visual Marketing*
- **MKTG 270** *Digital Marketing, Social Media and E-Commerce*
- **MKTG 278** *Strategic Brand Management*
- **MKTG 288** *Pricing Strategies*
- **MKTG 476** *Applied Probability Models in Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 225** (Q3) *Principles of Retailing*
- **MKTG 237** (Q3) *Introduction to Brain Science for Business*
- **MKTG 247x** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 254** (Q4) *Pricing Policy*
- **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 739** *Visual Marketing*
- **MKTG 770** *Digital Marketing, Social Media and E-Commerce*
- **MKTG 776** *Applied Probability Models in Marketing*
- **MKTG 778** *Strategic Brand Management*

Half Semester Courses (0.5 cu)

- **MKTG 612** (Q3)
- **MKTG 613** (see NOTE below for schedule)
- **MKTG 725** (Q3) *Principles of Retailing*
- **MKTG 737** (Q3) *Introduction to Brain Science for Business*
- **MKTG 747x** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 754** (Q4) *Pricing*
- **MKTG 806** (Q4) *Special Topics - Retail Merchandising*
- **MKTG 850** (Q4) *Special Topics - Consumer Neuroscience*
- **MKTG 852** (Q3 & Q4) *Special Topics - Marketing Analytics*

NOTE: Two sessions of **MKTG 613** will be taught during the 2022A Term (two consecutive weekends - all day on a Friday & Saturday) **SESSION 1:** March 18-19 and March 25-26, 2022; or **SESSION 2:** April 1-2, and April 8-9, 2022

Doctoral Courses

Semester Long Courses (0.5 cu)

MKTG 972 and MKTG 974 will not be offered

Half Semester Courses (0.5 cu)

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