

SPRING 2023 COURSE OFFERINGS

The Marketing Department's spring 2023 Course Schedule is not visible to students until October 2022. To help you plan your course selections for 2022-23, below is a **tentative list** of courses that the Department currently plans to offer in spring 2023. Once the courses are entered into the Registration System, students should refer to [Path@Penn](#) for the most up to date Course information.

Undergraduate Courses

Full Semester Courses (1.0 cu)

- **MKTG 1010/1018** *Introduction to Marketing*
- **MKTG 2110** *Consumer Behavior*
- **MKTG 2120** *Data and Analysis for Marketing Decisions*
- **MKTG 2390** *Visual Marketing*
- **MKTG 2780** *Strategic Brand Management*
- **MKTG 2880** *Pricing Strategies*
- **MKTG 3530** *Special Topics: The Business of Wellness: Marketing and Consumption*
- **MKTG 3550** *Special Topics: Artificial Intelligence and Marketing*
- **MKTG 4760** *Applied Probability Models in Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 2250** (Q3) *Principles of Retailing*
- **MKTG 2470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 2540** (Q4) *Pricing Policy*
- **MKTG 2270** (Q3) *Digital Marketing, and E-Commerce*
- **MKTG 4010** (Q3) *Marketing Analytics Capstone: Learning by Doing*

MBA Courses

Full Semester Courses (1.0 cu)

- **MKTG 7120** *Data and Analysis for Marketing Decisions*
- **MKTG 7390** *Visual Marketing*
- **MKTG 7760** *Applied Probability Models in Marketing*
- **MKTG 7780** *Strategic Brand Management*
- **MKTG 8550** *Special Topics: Artificial Intelligence and Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 6120** (Q3) *Dynamic Marketing Strategy*
- **MKTG 6130** (see NOTE below for schedule) *Strategic Marketing Simulation*
- **MKTG 7250** (Q3) *Principles of Retailing*
- **MKTG 7270** (Q3) *Digital Marketing and E-Commerce*
- **MKTG 7470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 7540** (Q4) *Pricing Policy*
- **MKTG 8520** (Q4) *Special Topics - Marketing Analytics*

*NOTE: Two sessions of **MKTG 6130** will be taught during the 2023A Term (two consecutive weekends - all day on a Friday & Saturday) SESSION 1: Dates TBA; or SESSION 2: Dates TBA*

Doctoral Courses

Semester Long Courses (0.5 cu)

MKTG 9720 and MKTG 9740 will not be offered

Half Semester Courses (0.5 cu)

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| • MKTG 9400 (Q3) | • MKTG 9540 (Q3) |
| • MKTG 9410 (Q4) | • MKTG 9560 (Q3) |
| • MKTG 9520 (Q3) | • MKTG 9570 (Q4) |
| • MKTG 9530 (Q4) | |