

SPRING 2024 COURSE OFFERINGS

The Marketing Department's spring 2024 Course Schedule is not visible to students in Path@Penn until October 2023. To help you plan your course selections for 2023-24, below is a **tentative list** of courses that the Department currently plans to offer in spring 2024. Once the spring courses are entered into the Registration System, students should refer to [Path@Penn](https://path.upenn.edu) 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 2790**: *AI in Our Lives: The Behavioral Science of Autonomous Technology*
- **MKTG 2880** *Pricing Strategies*
- **MKTG 3090** *Experiments for Business Decision Making*
- **MKTG 4760** *Applied Probability Models in Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 2470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 2520** (Q4) *Marketing Analytics*
- **MKTG 2540** (Q4) *Pricing Policy*
- **MKTG 2270** (Q3) *Digital Marketing, and E-Commerce*
- **MKTG 3060** (Q4) *Retail Merchandising*
- **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 7790** *AI in Our Lives: The Behavioral Science of Autonomous Technology*
- **MKTG 8090** *Experiments for Business Decision Making*

Half Semester Courses (0.5 cu)

- **MKTG 6120** (Q3) *Dynamic Marketing Strategy*
- **MKTG 6130** (see NOTE below for schedule) *Strategic Marketing Simulation*
- **MKTG 7270** (Q3) *Digital Marketing and E-Commerce*
- **MKTG 7470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 7520** (Q4) *Marketing Analytics*
- **MKTG 7540** (Q4) *Pricing Policy*
- **MKTG 8060** (Q4) *Retail Merchandising*

NOTE: Two sessions of **MKTG 6130** will be taught during the spring 2024 Term (two consecutive weekends - all day on a Friday & Saturday) Tentative Dates SESSION 1: March 15, 16, 22, 23; or SESSION 2: April 5, 6, 12, 13, 2024.

Doctoral Courses

Semester Long Courses (0.5 cu)

MKTG 9530 and MKTG 9570 will not be offered this spring. They alternate every other year.

Half Semester Courses (0.5 cu)

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| • MKTG 9400 (Q3) | • MKTG 9540 (Q3) |
| • MKTG 9410 (Q4) | • MKTG 9550 (Q4) |
| • MKTG 9520 (Q3) | • MKTG 9560 (Q3) |