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 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 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 2720 (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 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)**
- MKTG 9400 (Q3)
- MKTG 9410 (Q4)
- MKTG 9520 (Q3)
- MKTG 9540 (Q3)
- MKTG 9550 (Q4)
- MKTG 9560 (Q3)

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