

SPRING 2026 COURSE OFFERINGS

The Marketing Department's spring 2026 Course Schedule is not visible to students in Path@Penn until October 2025. To help you plan your course selections for 2025-26, below is a **tentative list** of courses that the Department currently plans to offer in spring 2026. 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** *Introduction to Marketing*
- **MKTG 1018** *Introduction to Marketing (Honors)*
- **MKTG 2110** *Consumer Behavior*
- **MKTG 2120** *Data and Analysis for Marketing Decisions*
- **MKTG 2390** *Visual Marketing*
- **MKTG 2770** *Marketing Strategy*
- **MKTG 2880** *Pricing Strategies*
- **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) *Analytics and AI in Digital Marketing and Social Media*
- **MKTG 2680** (Q4) *Contagious*
- **MKTG 2790**: (Q3) *AI in Our Lives: The Behavioral Science of Autonomous Technology*
- **MKTG 3060** (Q3) *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*

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) *Analytics and AI in Digital Marketing and Social Media*
- **MKTG 7470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 7520** (Q4) *Marketing Analytics*
- **MKTG 7540** (Q4) *Pricing Policy*
- **MKTG 7680** (Q4) *Contagious*
- **MKTG 7790** (Q3) *AI in Our Lives: The Behavioral Science of Autonomous Technology*
- **MKTG 8060** (Q4) *Retail Merchandising*

NOTE: Two sessions of **MKTG 6130** will be taught during the spring 2026 Term (two consecutive weekends - all day on Friday & Saturday)

Doctoral Courses

Half Semester Courses (0.5 cu)

- **MKTG 9400** (Q3)
- **MKTG 9410** (Q4)
- **MKTG 9500** (Q3)
- **MKTG 9540** (Q3)
- **MKTG 9550** (Q4)