Wharton
University of Pennsylvania
MARKETING DEPARTMENT

SPRING 2027 COURSE OFFERINGS

The Marketing Department's spring 2027 Course Schedule is not visible to students in Path@Penn until October 2026. To help you plan your course selections for 2026-27, below is a tentative list of courses that the Department currently plans to offer in spring 2027. 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** *Introduction to Marketing*
- **MKTG 1018** *Introduction to Marketing (Honors)*
- **MKTG 2110** *Consumer Behavior*
- **MKTG 2120** *Data and Analysis for Marketing Decisions*
- **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 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 7760** *Applied Probability Models in Marketing*

Half Semester Courses (0.5 cu)

- **MKTG 6120** (Q3) *Dynamic Marketing Strategy*
- **MKTG 6130** (see NOTE below for schedule) *Strategic Marketing Simulation*
- **MKTG 7470** (Q4) *Marketing Strategy for Technology Platforms*
- **MKTG 7520** (Q4) *Marketing Analytics*
- **MKTG 7540** (Q3 & Q4) *Pricing Policy*
- **MKTG 7680** (Q4) *Contagious*
- **MKTG 7790** (Q3) *AI in Our Lives: The Behavioral Science of Autonomous Technology*
- **MKTG 8060** (Q3) *Retail Merchandising*

*NOTE: Two sessions of **MKTG 6130** will be taught during the spring 2027 Term (two consecutive weekends - all day on Friday & Saturday) February 19, 20, 27, 27, 2027 and April 2, 3, 9 and 10, 2027.*

Doctoral Courses

Half Semester Courses (0.5 cu)

- MKTG 9400-301 (Q3)
- MKTG 9410-302 (Q4)
- MKTG 9500-301 (Q3)
- MKTG 9510-302 (Q4)
- MKTG 9530-301 (Q3)
- MKTG 9540-301 (Q3)
- MKTG 9570-302 (Q4)

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