

# WHARTON UG MARKETING CONCENTRATION ELEC (WUMK)

Code	Title	Course Units
LGST 2050	Antitrust and Big Tech	1
MKTG 2250	Principles of Retailing	0.5
MKTG 2270	Digital Marketing and Electronic Commerce	0.5
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	0.5
MKTG 2370	Introduction to Brain Science for Business	0.5
MKTG 2380	Consumer Neuroscience	0.5
MKTG 2390	Visual Marketing	1
MKTG 2410	Entrepreneurial Marketing	0.5
MKTG 2470	Marketing Strategy for Technology Platforms	0.5
MKTG 2520	Marketing Analytics	0.5
MKTG 2540	Pricing Policy	0.5
MKTG 2600	Antitrust and Big Tech	1
MKTG 2650	Principles of Advertising	1
MKTG 2660	Marketing for Social Impact	1
MKTG 2680	Contagious: How Things Catch On	0.5
MKTG 2700	Digital Marketing, Social Media and E-Commerce	1
MKTG 2710	Models for Marketing Strategy	1
MKTG 2770	Marketing Strategy	1
MKTG 2780	Strategic Brand Management	1
MKTG 2790	AI in Our Lives: The Behavioral Science of Autonomous Technology	1
MKTG 2880	Pricing Strategies	1
MKTG 3060	Retail Merchandising (Center Special Topic)	0.5
MKTG 3090	Experiments for Business Decision Making (Center Special Topic)	1
MKTG 3520	Special Topics - Marketing Analytics	0.5
MKTG 3530	Special Topics: The Business of Wellness: Marketing and Consumption	1
MKTG 3550	Special Topics - AI in Our Lives	0-1
MKTG 3990	Independent Study	1
MKTG 4760	Applied Probability Models in Marketing	1
STAT 4760	Applied Probability Models in Marketing	1