

WHARTON UG MAOM (WUMO)

Code	Title	Course Units
MEAM 4150	Product Design	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 2470	Marketing Strategy for Technology Platforms	0.5
MKTG 2540	Pricing Policy	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 2790	AI in Our Lives: The Behavioral Science of Autonomous Technology	1
MKTG 2880	Pricing Strategies	1
MKTG 4760	Applied Probability Models in Marketing	1
OIDD 2200	Operations Management Analytics	1
OIDD 3140	Enabling Technologies	0.5-1
OIDD 4150	Product Design	1
STAT 4760	Applied Probability Models in Marketing	1