

WHARTON UG RETAILING CONCENTRATION MARKETING ELEC (WURM)

Code	Title	Course Units
MKTG 2110	Consumer Behavior	1
MKTG 2120	Data and Analysis for Marketing Decisions	1
MKTG 2250	Principles of Retailing	0.5
MKTG 2270	Analytics and AI in Digital Marketing and Social Media	0.5
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	0.5
MKTG 2470	Marketing Strategy for Technology Platforms	0.5
MKTG 2650	Principles of Advertising	1
MKTG 2780	Strategic Brand Management	1
MKTG 2880	Pricing Strategies	1
MKTG 3060	Retail Merchandising (Center Special Topic)	0.5