

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 | Digital Marketing and Electronic Commerce | 0.5 |
| MKTG 2340 | Idea Generation & the Systematic Approach for Creativity | 0.5 |
| MKTG 2410 | Entrepreneurial Marketing | 0.5 |
| MKTG 2470 | Marketing Strategy for Technology Platforms | 0.5 |
| MKTG 2650 | Principles of Advertising | 1 |
| MKTG 2700 | Digital Marketing, Social Media and E- Commerce | 1 |
| MKTG 2780 | Strategic Brand Management | 1 |
| MKTG 2880 | Pricing Strategies | 1 |
| MKTG 3060 | Retail Merchandising (Center Special Topic) | 0.5 |