

# WHARTON UG RETAILING CONCENTRATION ELEC (WURT)

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Code	Title	Course Units
FNCE 2090	Real Estate Investment: Analysis and Financing	1
MKTG 2110	Consumer Behavior	1
MKTG 2120	Data and Analysis for Marketing Decisions	1
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 2650	Principles of Advertising	1
MKTG 2780	Strategic Brand Management	1
MKTG 2880	Pricing Strategies	1
REAL 2090	Real Estate Investment: Analysis and Financing	1