

MARKETING (MKTG)

MKTG 101 Introduction to Marketing

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

Taught by: Lamberton

One-term course offered either term

Activity: Recitation

1.0 Course Unit

Notes: MKTG 101 will not be offered in Spring 2021A. You must be registered for a lecture section, (MKTG101001, MKTG101002, MKTG101003 OR MKTG101004) AND one of the corresponding recitation sections (MKTG1012XX) listed for that particular lecture to be fully enrolled in the course. Failure to sign up for both a lecture and corresponding recitation will result in you being dropped from whichever part of the course you have in your schedule. Summer Session sections do not have recitations; you only need to sign up for the lecture MKTG101920 in summer. PLEASE NOTE: Recitation Section MKTG101220 is reserved only for Joseph Wharton Scholars and Benjamin Franklin Scholars. Do not request a permit to take MKTG101220 if you are not in one of these scholars programs.

MKTG 211 Consumer Behavior

This course is concerned with how and why people behave as consumers. Its goals are to: (1) provide conceptual understanding of consumer behavior, (2) provide experience in the application of buyer behavior concepts to marketing management decisions and social policy decision-making; and (3) to develop analytical capability in using behavioral research.

Taught by: Melamud, Sharif

One-term course offered either term

Also Offered As: MKTG 711

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

MKTG 212 Data and Analysis for Marketing Decisions

This course introduces students to the fundamentals of data-driven marketing, including topics from marketing research and analytics. It examines the many different sources of data available to marketers, including data from customer transactions, surveys, pricing, advertising, and A/B testing, and how to use those data to guide decision-making. Through real-world applications from various industries, including hands-on analyses using modern data analysis tools, students will learn how to formulate marketing problems as testable hypotheses, systematically gather data, and apply statistical tools to yield actionable marketing insights.

Taught by: Ryan Dew, Zhenling Jiang

One-term course offered either term

Also Offered As: MKTG 712

Prerequisite: MKTG 101 AND (STAT 101 OR STAT 111 OR STAT 430)

Activity: Lecture

1.0 Course Unit

Notes: (Former course title Marketing Research.)

MKTG 221 New Product Management

Examination of the marketing aspects of products or services exclusive of their promotion, pricing or distribution. Focuses on decisions regarding product introduction, positioning, improvements, and deletion, and the tools available for making these decisions.

One-term course offered either term

Also Offered As: MKTG 721

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 224 Advertising Management

Immersion in the advertising development process and examination of the practice of advertising. Focuses on decisions regarding advertising objectives, copy selection, budget setting and media selection.

One-term course offered either term

Also Offered As: MKTG 724

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 225 Principles of Retailing

This course explores the domain of retailing; marketing to the final consumer. Emphasis is placed on marketing aspects of retailing not covered in other courses: retail strategy, merchandising, vendor relations and location.

Course usually offered in spring term

Also Offered As: MKTG 725

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 227 Digital Marketing and Electronic Commerce

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing is critical to the success of firms that will shape the consumption-led economies that are fueled by these technologies. MKTG 227 provides a research-based and framework-driven approach to succeeding in this environment, through a rigorous approach to understanding digital marketing and electronic commerce. The course is organized into two sections and utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points. Guest speakers will participate as well, as appropriate.

Taught by: Berman

One-term course offered either term

Also Offered As: MKTG 727

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students should register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester. Students may not take both MKGTG 227 and the full semester version of this course, MKTG 270 (formally MKTG 230 x) for credit.

MKTG 234 Idea Generation & the Systematic Approach for Creativity

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students' (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer.

Taught by: Rom Schrifft

Course usually offered in fall term

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Students may not take both MKTG 292 and MKTG 234 for credit. Check meeting dates. Student must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 237 Introduction to Brain Science for Business

This course provides an overview of contemporary brain science and its applications to business. Students are first rapidly introduced to the basic anatomy and physiology of the brain and become familiar with important techniques for measuring and manipulating brain function. The course then surveys major findings in neuroscience with applications to business, including vision, attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; social influence, team-building, and leadership; and discussion of the ethical, legal, and societal implications of applying neuroscience to business. Applications to business, education, sports, law, and policy are discussed throughout.

Taught by: Platt

Course usually offered in spring term

Also Offered As: MKTG 737

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the First half or Second half of the semester. All freshman need a permit to register for this course. Students may not take both MKTG 351 (Special Topics version) and MKTG 237 x for credit.

MKTG 239 Visual Marketing

As consumers, we are constantly exposed to advertisements and experience visual messages from product packages in stores, retail displays, and products already owned. In essence, visual marketing collateral is omnipresent and is an essential part of corporate visual identity, strategy, branding, and communication. Some of this falls to creative graphic design, but advertising, design, and marketing can also be significantly enhanced by knowledge of how visual information and its presentation context can be optimized to deliver desirable and advantageous messages and experiences. This course will emphasize how to measure, interpret, and optimize visual marketing. This course will use lectures, discussions, exercises and a group project, to help students understand the underlying processes that influence our visual perception and visual cognition. Students will learn about the theoretical processes and models that influence, attention and visual fluency. Students will also be exposed to eye-tracking instruments that help measure eye movement. Finally, we will explore how visual stimuli can influence consumer memory, persuasion, and choice. We will examine practical applications in marketing, advertising, packaging, retail, and design contexts.

Taught by: Kahn, Johnson

Course usually offered in spring term

Also Offered As: MKTG 739

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 354 (Special Topics version) and MKTG 239 x for credit.

MKTG 241 Entrepreneurial Marketing

This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will to provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.

Taught by: Lodish, Lautman

Course usually offered in fall term

Also Offered As: MKTG 741

Prerequisite: MKTG 101 AND MKTG 212

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 247 Marketing Strategy for Technology Platforms

This course focuses on the unique aspects of creating effective marketing and management strategies for technology-intensive on-line and off-line businesses. It addresses the effective competitive marketing strategies for winning in markets which are powered by technology: specifically, how firms create value for customers and how they can integrate technology in delivering a better consumer experience. While competitive marketing strategy is important for all managers, this course will be particularly useful to students who are planning to accept a position in leading technology companies, and marketing firms in which technology is likely to play an important role. In addition, the course will provide value to those who expect to work in consulting or investing in technology industries, and must analyze firm strategies. Must be Sophomore standing.

Taught by: Pinar Yildirim

Course usually offered in spring term

Also Offered As: MKTG 747

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

MKTG 254 Pricing Policy

The pricing decision process including economic, marketing, and behavioral phenomena which constitute the environment for pricing decisions and the information and analytic tools useful to the decision maker.

One-term course offered either term

Also Offered As: MKTG 754

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or Second half of the semester. Students may not take both MKTG 254 and the full semester version of this course, MKTG 288, for credit

MKTG 260 Innovation, Marketing Strategy, and Antitrust

This course considers business strategy and law, particularly the role of antitrust and intellectual property law in managing innovation. We will examine several highly innovative firms in technology rich areas, considering how they adapt their strategies to the competitive and legal environment, and asking whether antitrust law promotes or hinders innovation. The strategies of both current firms such as Uber, Google, Apple, and Microsoft and historical examples such as American Can Company, Standard Oil, Brown & Williamson Tobacco Co., and Kodak will provide context and source materials for the course. We will pay special attention to the role of intellectual property rights in fostering or hindering innovation. The legal focus is primarily on U.S. law, but the course will occasionally address foreign regimes as well. The course is useful to students interested in marketing or competitive business strategy, and, more broadly, to anyone desiring to understand the legal and public policy issues relating to competition and innovation.

Taught by: H. Hovenkamp

One-term course offered either term

Also Offered As: LGST 205, LGST 805, MKTG 760

Activity: Lecture

1.0 Course Unit

Notes: (Former MKTG 236)

MKTG 262 New Product Development

In this hands-on experiential course, students will partner with a local start-up to apply design thinking steps taught throughout the course. Students will learn how to uncover deep consumer needs, effectively ideate, and create rapid prototypes to test their ideas with real customers. This class is well suited for those interested in careers in innovation or management consulting, marketing, product management, technology, or entrepreneurship. No prior experience or requirements are needed for this course.

Course not offered every year

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 262 and MKTG 221 for credit

MKTG 265 Principles of Advertising

This course focuses on advertising via all media - print, digital, video, TV, Internet, etc. Emphasis is placed on understanding the communication development process and consumer behavior (psychology), the measurement and evaluation of advertising effects, and developing appropriate media plans.

One-term course offered either term

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 265 and MKTG 224 for credit.

MKTG 266 Marketing for Social Impact

Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on the strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fundraising for social causes). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.

Taught by: Deborah Small

Course usually offered in fall term

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 266 and MKTG 233 for credit.

MKTG 270 Digital Marketing, Social Media and E-Commerce

MKTG 270 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 227, Digital Marketing and Electronic Commerce, a half cu course offered by the department.

Taught by: Berman

One-term course offered either term

Also Offered As: MKTG 770

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 270 and MKTG 227 for credit.

This course replaces experimental course MKTG 230 x.

MKTG 271 Models for Marketing Strategy

In today's business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital. The course's main focus is on various existing models, such as models that predict the consumer's dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business). The course is not only about models, however. It also covers modeling needs. Some industries such as the media and entertainment or the pharmaceutical industries present unique problems and modeling needs. The third objective of the course is to expose participants to the nature and essence of such idiosyncratic problems as well as modeling needs in such industries. Overall, the course will make participants understand better critical marketing problems by analyzing them rigorously and will enhance their skills in either designing or evaluating models-based strategies.

Taught by: Eliashberg

Course usually offered in fall term

Also Offered As: MKTG 771

Prerequisite: MKTG 101 AND STAT 101

Activity: Lecture

1.0 Course Unit

MKTG 277 Marketing Strategy

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

Taught by: Robertson, Yildirim

Course usually offered in fall term

Also Offered As: MKTG 777

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Lectures, discussions, cases

MKTG 278 Strategic Brand Management

Which brands make you happy? Apple? Amazon? Starbucks? Everlane? Soulcycle? Sweetgreen? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand. The course is created for students interested in building a brand and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, and a final project. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.

Taught by: Williams

Course usually offered in spring term

Also Offered As: MKTG 778

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

MKTG 288 Pricing Strategies

This course is designed to equip students with the concepts, techniques, and latest thinking on pricing issues, with an emphasis on ways in which to help a firm improve its pricing. The orientation of the course is about practice of pricing, not theory. We will focus on how firms can improve profitability through pricing, look at how firms set their prices and how to improve current practices to increase profitability. The first part of the course focuses on how to analyze costs, customers, and competitors in order to formulate proactive pricing strategies. The second part focuses on price promotions, price bundling, price discrimination, versioning, nonlinear pricing, pricing through a distribution channel, dynamic pricing, etc.

Taught by: Zhang

Course usually offered in spring term

Prerequisite: MKTG 101

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 288 and MKTG 254 for credit.

MKTG 306 Special Topics: Retail Merchandising

RETAIL MERCHANDISING: This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles and industry guest speakers. The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing.

Course usually offered in fall term

Also Offered As: MKTG 806

Prerequisite: MKTG 101 OR MKTG 225

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u., One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are

MKTG 309 Special Topics: Experiments for Business Decision Making

EXPERIMENTS FOR BUSINESS DECISION MAKING: In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a 'test and learn' philosophy and a number of platforms such as Google Website Optimizer, have been developed to facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the 1980s and 1990s, the rapid rise of the 'test and learn' philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments. Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

Course offered fall; even-numbered years

Also Offered As: MKTG 809

Prerequisite: MKTG 101 AND MKTG 212

Activity: Lecture

1.0 Course Unit

MKTG 350 Special Topics - Consumer Neuroscience

CONSUMER NEUROSCIENCE: How can studying the brain improve our understanding of consumer behavior? While neuroscience made tremendous strides throughout the 20th century, rarely were meaningful applications developed outside of medicine. Recently, however, breakthroughs in measurement and computation have accelerated brain science and created a dizzying array of opportunities in business and technology. Currently, applications to marketing research and product development are experiencing explosive growth that has been met with both excitement and skepticism. This mini-course provides an overview of the neuroscience behind and the potential for these developments. Topics will range from well-known and widely used applications, such as eye-tracking measures in the lab and field, to emerging methods and measures, such as mobile technologies, face-reading algorithms, and neural predictors of marketing response. The course will also discuss applications in branding and product development, including wearable physiological devices and apps, sensory branding for foods and fragrances, pharmaceuticals and medical devices, and neuroscience-based products designed to enhance cognitive functions. These applications stem from many subfields of cognitive neuroscience, including attention, emotion, memory, and decision making. This course is self-contained and has no prerequisites. However, students with some background in business, economics, psychology, and/or neuroscience are likely to find the material covered in this course complementary to their existing knowledge.

Taught by: Gideon Nave

Course usually offered in spring term

Also Offered As: MKTG 850

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. Check meeting dates. Students should register for this course before the end of the Course Selection period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester. All freshman need a permit to register for this course.

MKTG 351 Special Topics: Introduction to Brain Science for Business

INTRODUCTION TO BRAIN SCIENCE FOR BUSINESS: Brain science offers the potential to unlock the future of business, by providing new insights that can enhance decision-making, improve precision in design and marketing team chemistry and cultivate leadership, fine-tune selection and human performance, drive creativity and innovation, create social value, and optimize digital interactions. New developments in biometrics, implantable and wearable devices, genomics, proteomics, metabolomics, nutrition, and human microbiome, offer the opportunity for enhanced precision and impact in marketing, finance, management, analytics, and education. This course will provide an overview of contemporary brain science and its applications to business. Students first will be introduced to the basic anatomy and physiology of the brain and become familiar with important techniques for measuring and manipulating brain function. The course will then survey major findings in neuroscience with applications to business, including selective attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; and social influence, team-building, and leadership. The course will end with a discussion of ethics, brain-machine interactions, and artificial intelligence. Applications to business, education, sports, law and policy will be discussed throughout.

Course usually offered in spring term

Also Offered As: MKTG 851

Activity: Lecture

0.5 Course Units

Notes: 0.5 c.u. One-half term. This course has been replaced by MKTG 237 x.

MKTG 352 Special Topics - Marketing Analytics

MARKETING ANALYTICS: Companies are currently spending millions of dollars on data-gathering initiatives - but few are successfully capitalizing on all this data to generate revenue and increase profit. Moving from collecting data to analysis to profitable results requires the ability to forecast and develop a business rationale based on identified data patterns. Marketing Analytics will cover the three pillars of analytics - descriptive, predictive and prescriptive. Descriptive Analytics examines different types of data and how they can be visualized, ultimately helping you leverage your findings and strengthen your decision making. Predictive Analytics explores the potential uses of data once collected and interpreted. You will learn to utilize different tools, such as regression analysis, and estimate relationships among variables to predict future behavior. Prescriptive Analytics takes you through the final step - formulating concrete recommendations. These recommendations can be directed toward a variety of efforts including pricing and social-platform outreach.

Taught by: Iyengar

Course usually offered in fall term

Also Offered As: MKTG 852

Prerequisite: MKTG 101 AND STAT 101

Activity: Lecture

0.5 Course Units

Notes: 0.5 cu credit course. Check meeting dates. Students must register for this course before the end of the Course Selections period (September for fall, January for spring). The same deadline applies to all sections whether they are offered in the FIRST half or SECOND half of the semester.

MKTG 353 Special Topics

Course usually offered in spring term

Prerequisite: MKTG 101

Activity: Lecture

0.5 Course Units

MKTG 354 Special Topics: Visual Marketing

VISUAL MARKETING: As consumers, we are constantly exposed to advertisements and experience visual messages from product packages in stores, retail displays, and products already owned. In essence, visual marketing collateral is omnipresent and is an essential part of corporate visual identity, strategy, branding, and communication. Some of this falls to creative graphic design, but advertising, design, and marketing can also be significantly enhanced by knowledge of how visual information and its presentation context can be optimized to deliver desirable and advantageous messages and experiences. This course will emphasize how to measure, interpret, and optimize visual marketing. This course will use lectures, discussions, exercises and a group project, to help students understand the underlying processes that influence our visual perception and visual cognition. Students will learn about the theoretical processes and models that influence, attention and visual fluency. Students will also be exposed to eye-tracking instruments that help measure eye movement. Finally, we will explore how visual stimuli can influence consumer memory, persuasion, and choice. We will examine practical applications in marketing, advertising, packaging, retail, and design contexts.

Taught by: Johnson and Kahn

Course usually offered in spring term

Also Offered As: MKTG 854

Activity: Lecture

1.0 Course Unit

Notes: 1.0 c.u. This course has been replaced by MKTG 239 x.

MKTG 399 Independent Study

One-term course offered either term

Also Offered As: MKTG 899

Prerequisite: MKTG 212

Activity: Independent Study

1.0 Course Unit

Notes: Content arranged by student with project supervisor, 1.0 c.u

MKTG 401 Marketing Analytics Capstone: Learning by Doing

In this class students will (1) Apply knowledge to practice for an actual client, with a focus on the synthesis of knowledge acquired across curriculum (2) Practice analytical thinking skills (analyzing and framing business problems and problem-solving techniques), including consideration of ethical issues. (3) Practice written and oral communication skills, as well as working in an (assigned) team environment, by leveraging the experience developed in earlier years of the leadership Journey. (4) Reflect on their own social and intellectual development over their time at Wharton and Penn.

Taught by: Iyengar

Course usually offered in spring term

Activity: Lecture

0.5 Course Units

Notes: MKTG 401 x fulfills the Wharton Senior capstone requirement. Students should have proficient knowledge of R/Python and SQL. Online courses are available through WCAI (Wharton Customer Analytics Initiative) if needed.

MKTG 476 Applied Probability Models in Marketing

This course will expose students to the theoretical and empirical 'building blocks' that will allow them to construct, estimate, and interpret powerful models of consumer behavior. Over the years, researchers and practitioners have used these models for a wide variety of applications, such as new product sales, forecasting, analyses of media usage, and targeted marketing programs. Other disciplines have seen equally broad utilization of these techniques. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

Taught by: Fader

Course usually offered in spring term

Also Offered As: MKTG 776, STAT 476, STAT 776

Activity: Lecture

1.0 Course Unit

MKTG 611 Marketing Management

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.

Taught by: Berger, Iyengar, McCoy

Course usually offered in fall term

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu

MKTG 612 Dynamic Marketing Strategy

Building upon Marketing 611, the goal of this course is to develop skills in formulating and implementing marketing strategies for brands and businesses. The course will focus on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix, as well as other significant strategic issues facing today's managers in a dynamic competitive environment. A central theme of the course is that the answer to these strategic problems varies over time depending on the stage of the product life cycle at which marketing decisions are being made. As such, the PLC serves as the central organizing vehicle of the course. We will explore such issues as how to design optimal strategies for the launch of new products and services that arise during the introductory phase, how to maximize the acceleration of revenue during the growth phase, how to sustain and extend profitability during the mature phase, and how to manage a business during the inevitable decline phase.

Taught by: Van den Bulte, Bradlow

One-term course offered either term

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates.

MKTG 613 Strategic Marketing Simulation

Building upon Marketing 611, Marketing 613 is an intensive immersion course designed to develop skills in formulating and implementing marketing strategies for brands and businesses. The central activity will be participation in a realistic integrative product management simulation named SABRE. In SABRE, students will form management teams that oversee all critical aspects of modern product management: the design and marketing of new products, advertising budgeting and design, sales force sizing and allocation, and production planning. As in the real world, teams will compete for profitability, and the success that each team has in achieving this goal will be a major driver of the class assessment. The SABRE simulation is used to convey the two foci of learning in the course: the changing nature of strategic problems and their optimal solutions as industries progress through the product life cycle, and exposure to the latest analytic tools for solving these problems. Specifically, SABRE management teams will receive training in both how to make optimal use of marketing research information to reduce uncertainty in product design and positioning, as well as decision support models to guide resource allocation.

Taught by: Reibstein

Course usually offered in spring term

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

Notes: 0.5 cu. Typically offered on two consecutive weekends, or on 4 days pre-term in January. Check meeting dates.

MKTG 711 Consumer Behavior

Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in customer behavior with the goal of understanding how these ideas can be used in marketing decision making. The class will consist of a mix of lectures, discussions, cases, assignments, project work and exams. Topics covered include customer psychological processes (e.g., motivation, perception, attitudes, decision-making) and their impact on marketing (e.g., segmentation, branding, and customer satisfaction). The goal is to provide you with a set of approaches and concepts to consider when faced with a decision involving understanding customer responses to marketing actions.

Taught by: Reed

One-term course offered either term

Also Offered As: MKTG 211

Prerequisite: MKTG 611

Activity: Lecture

1.0 Course Unit

Notes: Format: Lectures and discussion, case analyses, presentations.

MKTG 712 Data and Analysis for Marketing Decisions

This course introduces students to the fundamentals of data-driven marketing, including topics from marketing research and analytics. It examines the many different sources of data available to marketers, including data from customer transactions, surveys, pricing, advertising, and A/B testing, and how to use those data to guide decision-making. Through real-world applications from various industries, including hands-on analyses using modern data analysis tools, students will learn how to formulate marketing problems as testable hypotheses, systematically gather data, and apply statistical tools to yield actionable marketing insights.

Taught by: Iyengar, Dew, Nave

One-term course offered either term

Also Offered As: MKTG 212

Prerequisite: MKTG 611 AND STAT 613

Activity: Lecture

1.0 Course Unit

Notes: Format: Lecture and discussion.

MKTG 721 New Product Management

This course provides a total immersion in the new product development process - from sourcing ideas and innovation, through new product sales forecasting. The focus is on collective learning, what works, what doesn't, and why. While the primary focus is the new product development process within a corporate structure, some coverage is given to key issues surrounding start-ups.

One-term course offered either term

Also Offered As: MKTG 221

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5, c.u, Check Meeting dates. Format: Lectures, cases, simulations, class discussions, and guest speakers.

MKTG 724 Advertising Management

The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, theories, current research findings, principles and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should not only be familiar with a large body of advertising knowledge, but should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on: 1) understanding the psychology of customer motivation and persuasion; 2) crafting effective and creative messages; 3) making efficient selections and use of media; and 4) understanding metrics, all within the broader Integrated Marketing Communications perspective.

One-term course offered either term

Also Offered As: MKTG 224

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Format: Case discussions, in-class exercises, lectures, group projects, guest lectures by marketing professionals.

MKTG 725 Principles of Retailing

This course provides an interdisciplinary overview of the retailing industry. Primary focus will be on the customer facing activities of retailers, including assortment planning, private-label development and the management of in-store operations, and the back-door activities (forecasting and supply chain management) that support customer interaction. In addition, current issues facing retailers, such as customer relationship management, industry consolidation and supplier relations, will be explored. The course will also survey topics in finance, operations, information technology and real estate as they relate to retail.

Course usually offered in spring term

Also Offered As: MKTG 225

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

0.5 Course Units

MKTG 727 Digital Marketing and Electronic Commerce

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG 727 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce. The course is organized into two sections and utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points. Guest speakers will participate as well, as appropriate.

Taught by: Ron Berman

One-term course offered either term

Also Offered As: MKTG 227

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

Notes: One-half term. 0.5 cu, Check meeting dates. Students may not take both MKTG 727 and the full semester version of this course, MKTG 730 x or MKTG 770 for credit.

MKTG 733 Marketing for Social Impact

Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on the strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fund-raising for social causes). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.

Taught by: Deborah Small

Course usually offered in fall term

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Format: Lecture, class discussion, simulations, cases and guest lecturers.

MKTG 734 Idea Generation and the Systematic Approach for Creativity

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students' (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer

Taught by: Rom Schrift

Course usually offered in fall term

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Students may not take both MKTG 792 and MKTG 734 for credit.

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Students may not take both MKTG 792 and MKTG 734 for credit.

MKTG 737 Introduction to Brain Science for Business

This course provides an overview of contemporary brain science and its applications to business. Students are first rapidly introduced to the basic anatomy and physiology of the brain and become familiar with important techniques for measuring and manipulating brain function. The course then surveys major findings in neuroscience with applications to business, including vision, attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; social influence, team-building, and leadership; and discussion of the ethical, legal, and societal implications of applying neuroscience to business. Applications to business, education, sports, law, and policy are discussed throughout.

Taught by: Platt

Course usually offered in spring term

Also Offered As: MKTG 237

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Students may not take both MKTG 851 (Special Topics version) and MKTG 737 x for credit.

MKTG 739 Visual Marketing

As consumers, we are constantly exposed to advertisements and experience visual messages from product packages in stores, retail displays, and products already owned. In essence, visual marketing collateral is omnipresent and is an essential part of corporate visual identity, strategy, branding, and communication. Some of this falls to creative graphic design, but advertising, design, and marketing can also be significantly enhanced by knowledge of how visual information and its presentation context can be optimized to deliver desirable and advantageous messages and experiences. This course will emphasize how to measure, interpret, and optimize visual marketing. This course will use lectures, discussions, exercises and a group project, to help students understand the underlying processes that influence our visual perception and visual cognition. Students will learn about the theoretical processes and models that influence, attention and visual fluency. Students will also be exposed to eye-tracking instruments that help measure eye movement. Finally, we will explore how visual stimuli can influence consumer memory, persuasion, and choice. We will examine practical applications in marketing, advertising, packaging, retail, and design contexts.

Taught by: Kahn, Johnson

Course usually offered in spring term

Also Offered As: MKTG 239

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 854 (Special Topics version) and MKTG 739 x for credit. Format: In-class exercises, team-based learning, discussions, and lectures.

MKTG 741 Entrepreneurial Marketing

This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will to provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.

Taught by: Lodish, Lautman

Course usually offered in fall term

Also Offered As: MKTG 241

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613) AND MKTG 712

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Format: Guest speakers, lecture, class discussions, team project

MKTG 747 Marketing Strategy for Technology Platforms

This course focuses on the unique aspects of creating effective marketing and management strategies for technology-intensive on-line and off-line businesses. It addresses the effective competitive marketing strategies for winning in markets which are powered by technology: specifically, how firms create value for customers and how they can integrate technology in delivering a better consumer experience. While competitive marketing strategy is important for all managers, this course will be particularly useful to students who are planning to accept a position in leading technology companies, and marketing firms in which technology is likely to play an important role. In addition, the course will provide value to those who expect to work in consulting or investing in technology industries, and must analyze firm strategies.

Taught by: Pinar Yildirim

Course usually offered in spring term

Also Offered As: MKTG 247

Prerequisite: MKTG 611

Activity: Lecture

0.5 Course Units

MKTG 754 Pricing Policy

The course provides a systematic presentation of the factors to be considered when setting price, and shows how pricing alternatives are developed. Analytical methods are developed and new approaches are explored for solving pricing decisions.

Taught by: Raju, Zhang

One-term course offered either term

Also Offered As: MKTG 254

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

0.5 Course Units

Notes: Format: Lecture and discussion

MKTG 760 Innovation, Marketing Strategy, and Antitrust

This course considers business strategy and law, particularly the role of antitrust and intellectual property law in managing innovation. We will examine several highly innovative firms in technology rich areas, considering how they adapt their strategies to the competitive and legal environment, and asking whether antitrust law promotes or hinders innovation. The strategies of both current firms such as Uber, Google, Apple, and Microsoft and historical examples such as American Can Company, Standard Oil, Brown & Williamson Tobacco Co., and Kodak will provide context and source materials for the course. We will pay special attention to the role of intellectual property rights in fostering or hindering innovation. The legal focus is primarily on U.S. law, but the course will occasionally address foreign regimes as well. The course is useful to students interested in marketing or competitive business strategy, and, more broadly, to anyone desiring to understand the legal and public policy issues relating to competition and innovation.

Taught by: H. Hovenkamp

One-term course offered either term

Also Offered As: LGST 205, LGST 805, MKTG 260

Activity: Lecture

1.0 Course Unit

MKTG 768 Contagious: How Products, Ideas and Behaviors Catch On

Why do some products catch on and achieve huge popularity while others fail? Why do some behaviors spread like wildfire while others languish? How do certain ideas seem to stick in memory while others disappear the minute you hear them? More broadly, what factors lead to trends, social contagion, and social epidemics? Interactive media, word of mouth, and viral marketing are important issues for companies, brands, and organizations. This course looks at these and other topics as it examines how products, ideas, and behaviors catch on and become popular. Marketers want their product to be popular, organizations want their social change initiative to catch on and entrepreneurs want their ideas to stick. This course will touch on four main aspects: (1) Characteristics of products, ideas, and behaviors that lead them to be successful. (2) Aspects of individual psychology that influence what things are successful. (3) Interpersonal processes, or how interactions between individuals drive success. (4) Social networks, or how patterns of social ties influence success.

Taught by: Berger

One-term course offered either term

Activity: Lecture

1.0 Course Unit

Notes: Format: Lecture, class discussion, cases.

MKTG 770 Digital Marketing, Social Media and E-Commerce

MKTG 770 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 727, Digital Marketing and Electronic Commerce, a half cu course offered by the department.

Taught by: Berman

One-term course offered either term

Also Offered As: MKTG 270

Prerequisite: MKTG 611

Activity: Lecture

1.0 Course Unit

Notes: Students may not take both MKTG 770 and MKTG 727 for credit.

This course replaces experimental course MKTG 730 x.

MKTG 771 Models for Marketing Strategy

In today's business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital. The course's main focus is on various existing models, such as models that predict the consumer's dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business). The course is not only about models, however. It also covers modeling needs. Some industries such as the media and entertainment or the pharmaceutical industries present unique problems and modeling needs. The third objective of the course is to expose participants to the nature and essence of such idiosyncratic problems as well as modeling needs in such industries. Overall, the course will make participants understand better critical marketing problems by analyzing them rigorously and will enhance their skills in either designing or evaluating models-based strategies.

Taught by: Eliashberg

Course usually offered in fall term

Also Offered As: MKTG 271

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

1.0 Course Unit

Notes: Format: Evaluating marketing models; practicing with computer-based models and software; discussing case studies that describe modeling applications; group presentations of model-based marketing analysis and strategy.

MKTG 775 Managing Customer Value

As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These 'behaviors' include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules. We start with the discussion of customer profitability - focusing on the concepts of 'customer lifetime value' and 'customer equity'. We will examine how to measure long-run customer profitability in both business-to-customer and business-to-business environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers - better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm's management of its customer base: customer acquisition, development, and retention - and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.

Taught by: Fader

Course usually offered in spring term

Activity: Lecture

1.0 Course Unit

Notes: Format: Lecture and discussion

MKTG 776 Applied Probability Models in Marketing

This course will expose students to the theoretical and empirical 'building blocks' that will allow them to construct, estimate, and interpret powerful models of consumer behavior. Over the years, researchers and practitioners have used these models for a wide variety of applications, such as new product sales, forecasting, analyses of media usage, and targeted marketing programs. Other disciplines have seen equally broad utilization of these techniques. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

Taught by: Fader

Course usually offered in spring term

Also Offered As: MKTG 476, STAT 476, STAT 776

Activity: Lecture

1.0 Course Unit

Notes: Format: Lecture, real-time problem solving

MKTG 777 Marketing Strategy

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

Taught by: Robertson, Yildirim

Course usually offered in fall term

Also Offered As: MKTG 277

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

1.0 Course Unit

Notes: Format varies by instructor. Typically: case, lecture, group projects and class discussion. See syllabus.

MKTG 778 Strategic Brand Management

Which brands make you happy? Apple? Amazon? Starbucks? Everlane? Soulcycle? Sweetgreen? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand. The course is created for students interested in building a brand and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, and a final project. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.

Taught by: Williams

Course usually offered in spring term

Also Offered As: MKTG 278

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Lecture

1.0 Course Unit

Notes: Format: Lectures, cases, discussions, exercises, and a group project.

MKTG 806 Special Topics: Retail Merchandising

RETAIL MERCHANDISING; This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles and industry guest speakers. The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing.

Course usually offered in fall term

Also Offered As: MKTG 306

Prerequisite: MKTG 611 OR MKTG 725

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Format: Lecture, discussion.

MKTG 809 Special Topics: Experiments for Business Decision Making

EXPERIMENTS FOR BUSINESS DECISION MAKING: In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a 'test and learn' philosophy and a number of platforms such as Google Website Optimizer, have been developed to facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the 1980s and 1990s, the rapid rise of the 'test and learn' philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments. Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

One-term course offered either term

Also Offered As: MKTG 309

Prerequisite: MKTG 611

Activity: Lecture

1.0 Course Unit

MKTG 850 Special Topics - Consumer Neuroscience

CONSUMER NEUROSCIENCE: How can studying the brain improve our understanding of consumer behavior? While neuroscience made tremendous strides throughout the 20th century, rarely were meaningful applications developed outside of medicine. Recently, however, breakthroughs in measurement and computation have accelerated brain science and created a dizzying array of opportunities in business and technology. Currently, applications to marketing research and product development are experiencing explosive growth that has been met with both excitement and skepticism. This mini-course provides an overview of the neuroscience behind and the potential for these developments. Topics will range from well-known and widely used applications, such as eye-tracking measures in the lab and field, to emerging methods and measures, such as mobile technologies, face-reading algorithms, and neural predictors of marketing response. The course will also discuss applications in branding and product development, including wearable physiological devices and apps, sensory branding for foods and fragrances, pharmaceuticals and medical devices, and neuroscience-based products designed to enhance cognitive functions. These applications stem from many subfields of cognitive neuroscience, including attention, emotion, memory, and decision making. This course is self-contained and has no prerequisites. However, students with some background in business, economics, psychology, and/or neuroscience are likely to find the material covered in this course complementary to their existing knowledge.

Taught by: Gideon Nave

Course usually offered in spring term

Also Offered As: MKTG 350

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. Students should register for this course before the end of the Course Selection period (September for fall, January for spring), for sections offered in the SECOND half of the term.

MKTG 851 Special Topics: Introduction to Brain Science for Business

INTRODUCTION TO BRAIN SCIENCE FOR BUSINESS: Brain science offers the potential to unlock the future of business, by providing new insights that can enhance decision-making, improve precision in design and marketing team chemistry and cultivate leadership, fine-tune selection and human performance, drive creativity and innovation, create social value, and optimize digital interactions. New developments in biometrics, implantable and wearable devices, genomics, proteomics, metabolomics, nutrition, and human microbiome, offer the opportunity for enhanced precision and impact in marketing, finance, management, analytics, and education. This course will provide an overview of contemporary brain science and its applications to business. Students first will be introduced to the basic anatomy and physiology of the brain and become familiar with important techniques for measuring and manipulating brain function. The course will then survey major findings in neuroscience with applications to business, including selective attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; and social influence, team-building, and leadership. The course will end with a discussion of ethics, brain-machine interactions, and artificial intelligence. Applications to business, education, sports, law and policy will be discussed throughout.

Taught by: Michael Platt

Course usually offered in spring term

Also Offered As: MKTG 351

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check meeting dates. This course is now offered as MKTG 737 x.

MKTG 852 Special Topics - Marketing Analytics

MARKETING ANALYTICS: Companies are currently spending millions of dollars on data-gathering initiatives - but few are successfully capitalizing on all this data to generate revenue and increase profit. Moving from collecting data to analysis to profitable results requires the ability to forecast and develop a business rationale based on identified data patterns. Marketing Analytics will cover the three pillars of analytics - descriptive, predictive and prescriptive. Descriptive Analytics examines different types of data and how they can be visualized, ultimately helping you leverage your findings and strengthen your decision making. Predictive Analytics explores the potential uses of data once collected and interpreted. You will learn to utilize different tools, such as regression analysis, and estimate relationships among variables to predict future behavior. Prescriptive Analytics takes you through the final step - formulating concrete recommendations. These recommendations can be directed toward a variety of efforts including pricing and social-platform outreach.

Taught by: Iyengar

Course usually offered in fall term

Also Offered As: MKTG 352

Prerequisite: MKTG 611 AND STAT 613

Activity: Lecture

0.5 Course Units

Notes: One half term. 0.5 cu, Check course meeting dates. Students should register for this course before the end of the Course Selection period (September for fall, January for spring) for sections offered in the SECOND half of the term.

MKTG 853 Special Topics: Design Thinking - A Human-Centered Approach to Innovation**DESIGN THINKING - A HUMAN-CENTERED APPROACH TO INNOVATION:**

In this hands-on experiential course, students will partner with a local start-up to apply design thinking steps taught throughout the course. Students will learn how to uncover deep consumer needs, effectively ideate, and create rapid prototypes to test their ideas with real customers. This class is well suited for those interested in careers in innovation or management consulting, marketing, product management, technology, or entrepreneurship. No prior experience or requirements are needed for this course.

Taught by: Caputo

Course usually offered in spring term

Activity: Lecture

1.0 Course Unit

MKTG 854 Special Topics: Visual Marketing

VISUAL MARKETING: As consumers, we are constantly exposed to advertisements and experience visual messages from product packages in stores, retail displays, and products already owned. In essence, visual marketing collateral is omnipresent and is an essential part of corporate visual identity, strategy, branding, and communication. Some of this falls to creative graphic design, but advertising, design, and marketing can also be significantly enhanced by knowledge of how visual information and its presentation context can be optimized to deliver desirable and advantageous messages and experiences. This course will emphasize how to measure, interpret, and optimize visual marketing. This course will use lectures, discussions, exercises and a group project, to help students understand the underlying processes that influence our visual perception and visual cognition. Students will learn about the theoretical processes and models that influence, attention and visual fluency. Students will also be exposed to eye-tracking instruments that help measure eye movement. Finally, we will explore how visual stimuli can influence consumer memory, persuasion, and choice. We will examine practical applications in marketing, advertising, packaging, retail, and design contexts.

Taught by: Johnson and Kahn

Course usually offered in spring term

Also Offered As: MKTG 354

Activity: Lecture

1.0 Course Unit

Notes: 1.0 cu. This course has been replaced by MKTG 739 x. Format: In-class exercises, team-based learning, discussions, and lectures.

MKTG 890 Advanced Study Project (ASP)

RETAIL ECOSYSTEM ACTION LEARNING PROJECTS: This course offers graduate students from Wharton and other Penn schools an opportunity to work on real-world projects for companies in the retail industry and in the wider retail ecosystem. It requires the exploration and analysis of actual business issues or opportunities identified by sponsoring/client companies, as well as the formulation of recommendations. It combines 1) academic principles, 2) application of prior business knowledge to the project at hand, and 3) a solutions-oriented mentality. In addition to supervised project work and regular updates to the corporate client/project sponsor, the course involves classroom meetings and discussions on topics pertaining to the projects. While this course focuses on 'marketing' topics, projects might also incorporate topics from related disciplines such as operations, management of innovation & technology, data analytics, international management, design, and real estate. Indeed, the goal will be to constitute interdisciplinary teams from Wharton and other relevant Penn graduate schools. **ADVANCED STUDY PROJECT (GENERAL):** The principal objectives of this course are to provide opportunities for undertaking an in-depth study of a marketing problem and to develop the students' skills in evaluating research and designing marketing strategies for a variety of management situations. Selected projects can touch on any aspect of marketing as long as this entails the elements of problem structuring, data collection, data analysis, and report preparation. The course entails a considerable amount of independent work. (Strict library-type research is not appropriate) Class sessions are used to monitor progress on the project and provide suggestions for the research design and data analysis. The last portion of the course often includes an oral presentation by each group to the rest of the class and project sponsors. Along with marketing, the projects integrate other elements of management such as finance, production, research and development, and human resources.

Taught by: Tom Robertson

One-term course offered either term

Prerequisite: MKTG 611 AND MKTG 725

Activity: Seminar

1.0 Course Unit

MKTG 893 Advanced Study: MKTG in Emerging Economies: Understanding & MKTG to the Chinese and Indian Consumer

This course is a two part series. The first part concentrates on the Indian Consumer and the second part concentrates on the Chinese Consumer. India and China add up to half of the world's population. Each presents its own challenges and opportunities. US and European MNCs have been in both countries for many years, but emerging market MNC's are becoming stronger and in many cases overtaking US and European companies despite their strong brands and know-how. Marketing to the Indian Consumer will provide a careful understanding of: The opportunity and challenges in the Indian consumer market 2) Various segments within the Indian consumer market. 3) Consumer psychology and decision making processes in each segment 4) Distribution channels in India: Mass, Local and non-traditional. 5) Bottom of the pyramid consumers and rural markets. 6) Product design and development decisions. The course will focus on the following industries: consumer packaged goods, mobile phones, financial services (insurance and banking), healthcare, sports and entertainment, and transportation. The course will involve case studies from local and international companies, guest lecturers, and visits to consumer homes to observe their tastes, habits, and preferences. Marketing to the Chinese Consumer will provide students with a critical understanding of the Chinese consumer, distribution channels, pricing environment, branding and competitive dynamics so as to enhance their ability to market to the Chinese consumer successfully. The course will consist of a combination of lectures, case studies, presentations by industry experts, and a short evening field trip.

Taught by: Raju and Zhang

Course not offered every year

Also Offered As: WH 216

Activity: Lecture

0.5 Course Units

Notes: Indian Consumer Section of the Course is taught in Mumbai, India, The Chinese Consumer Section of the Course is taught in Beijing, China.

MKTG 895 Global Business Week

GLOBAL BUSINESS WEEK: MKTG 895 is one in an array of Global Business Week (GBW) study tour courses offered by various departments across Wharton. Each of the GBW courses offered in a term, will entail travel to a different part of the world and address a different element of economic driver for a country or industry. A faculty member will drive the topic and curriculum associated with a study tour to a region of the world where the study of a topic will provide insights and clarity available only by being in country. In country lectures from the lead faculty and area experts in industry, academia and government will form much of the basis of class time. In addition, students will experience relevant company and cultural settings where they will again hear from industry experts. Each course will require an individual student paper, a participation component, and a pre-travel or in-country set of assignments. See course syllabus for details. CUSTOMER CENTRICITY AT THE LEADING EDGE OF ANALYTICS AND TECHNOLOGY: LEARNING FROM SCANDINAVIA. Instructor: Peter Fader. The concept of 'customer centricity', i.e., that not all customers are created equal, is gaining credibility and traction. More and more firms are coming to the realization that understanding and leveraging the behavioral differences across customers can potentially be more sustainably profitable than more conventional product-centric thinking that continues to dominate today's business landscape. At the heart of this transformation are three critical ingredients data, analytics, and technology. Using customer data at a granular level allows firms greater visibility into customer interactions, their use of social media, biometrics, and geolocation as tools to enhance business models and even create new ones. It allows a firm to be deliberate about which customers to go after and what kinds of services to provide them. For many, the key to profitable growth lies in successfully harnessing and developing the tools, organizational structures, and corporate cultures that create and enhance these capabilities. Companies in Scandinavia are using these approaches in unique ways and more prevalently than in other regions of the world. Their unique ecosystem is a key to creating organizations that can flourish right out of the gate, and to help established ones adapt and change successfully. Ultimately the course will examine how customer centricity enables firms to change their interaction with consumers, vendors, government, and other ecosystem players in facilitating these changes.

Course usually offered in fall term

Activity: Lecture

0.5 Course Units

Notes: Wharton Executive MBA Course. Course must be taken for a grade (no pass/fail option) and will be subject to the standard CMGPA and LT requirements for MBA courses.

MKTG 897 Advanced Study: Luxury Branding and Retailing in Italy and Beyond

New retail brands and opportunities for growth are emerging at an unprecedented rate, for online retailers and offline retailers alike. In this course we will: (1) articulate key principles for successful branding and for understanding consumer shopping behavior in retail environments, (2) demonstrate unique challenges and opportunities that luxury brands face, and (3) discuss concepts and empirical methods for analyzing consumer shopping behavior.

Taught by: David Bell, Barbara Kahn

Course usually offered in spring term

Also Offered As: WH 218

Activity: Lecture

0.5 Course Units

MKTG 899 Independent Study

A student contemplating an independent study project must first find a faculty member who agrees to supervise and approve the student's written proposal as an independent study (MKTG 899). If a student wishes the proposed work to be used to meet the ASP requirement, he/she should then submit the approved proposal to the MBA adviser who will determine if it is an appropriate substitute. Such substitutions will only be approved prior to the beginning of the semester.

One-term course offered either term

Also Offered As: MKTG 399

Prerequisite: MKTG 611 AND (MKTG 612 OR MKTG 613)

Activity: Independent Study

0.5 Course Units

MKTG 940 Measurement and Data Analysis in Marketing - Part A

In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis.

We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 941 Measurement and Data Analysis in Marketing - Part B

In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis.

We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 942 Research Methods in Marketing - Part A

This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research.

Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 943 Research Methods in Marketing - Part B

This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research.

Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 950 Judgment and Decision Making Perspectives on Consumer Behavior - Part A

The purpose of this course is to provide a solid foundation for critical thinking and research on the judgment, decision-making and choice aspects of consumer behavior. There is a focus on how people process information when making judgments and choices and how the processes of judgment and choice might be improved. Topics of discussion include rationality, judgment under uncertainty, judgment heuristics and biases, risk taking, dealing with conflicting values, framing effects, prospect theory, inter-temporal choice, preference formation, and the psychology of utility. The focus will be on the individual decision-maker, although the topics will also have some applicability to group and organizational decision-making and behavioral research methodologies.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 951 Judgment and Decision Making Perspectives on Consumer Behavior - Part B

The purpose of this course is to build off MKTG 950, 'Judgment and Decision Making Perspectives on Consumer Behavior - Part A' with a more specialized focus that will vary from year to year. This course is intended for those interested in deepening their study of Judgment and Decision Making beyond the basics.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 952 Information Processing Perspectives on Consumer Behavior - Part A

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 953 Information Processing Perspectives on Consumer Behavior - Part B

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 954 Economic/OR Models of Marketing - Part A

This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 955 Economic/OR Models of Marketing - Part B

This is a continuation of MKTG 954. This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 956 Empirical Models in Marketing - Part A

This course is designed to generate awareness and appreciation of the way several substantive topics in marketing have been studied empirically using quantitative models. This seminar reviews empirical models of marketing phenomena including consumer choice, adoption of new products, sales response to marketing mix elements, and competitive interaction. Applies methods and concepts developed in econometrics and statistics but focuses on substantive issues of model structure and interpretation, rather than on estimation techniques. Ultimately, the goals are a) to prepare students to read and understand the literature and b) to stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in empirical marketing modeling.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 957 Empirical Models in Marketing - Part B

This course is designed to generate awareness and appreciation of the way several substantive topics in marketing have been studied empirically using quantitative models. This seminar reviews empirical models of marketing phenomena including consumer choice, adoption of new products, sales response to marketing mix elements, and competitive interaction. Applies methods and concepts developed in econometrics and statistics but focuses on substantive issues of model structure and interpretation, rather than on estimation techniques. Ultimately, the goals are a) to prepare students to read and understand the literature and b) to stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in empirical marketing modeling.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: PhD Course. 0.5 cu

MKTG 971 Advanced Topics in Marketing - Part A

Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: 0.5 cu. Course meets entire semester.

MKTG 972 Advanced Topics in Marketing - Part B

Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: 0.5 cu. Course meets entire semester.

MKTG 973 Research Seminar in Marketing - Part A

This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.

Course usually offered in fall term

Activity: Seminar

0.5 Course Units

Notes: 0.5 cu. Course meets entire semester.

MKTG 974 Research Seminar in Marketing - Part B

This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.

Course usually offered in spring term

Activity: Seminar

0.5 Course Units

Notes: 0.5 cu. Course meets entire semester.

MKTG 995 Dissertation

One-term course offered either term

Activity: Dissertation

1.0 Course Unit

MKTG 999 Supervised Independent Study

Requires written permission of instructor and the department graduate adviser.

One-term course offered either term

Activity: Independent Study

1.0 Course Unit