MARKETING, MBA

The marketing major is designed to build deep competency in the art and science of choosing which customers to serve, and getting, keeping and growing them through delivering superior customer value.

Marketing majors will gain a proficiency in the latest methods and concepts for understanding customer behavior and for devising effective marketing strategies. This is a valuable preparation for careers in consulting and general management and essential for entrepreneurs.

Students begin by taking Marketing Management MKTG 6110, and then either MKTG 6120 or MKTG 6130, an overview of the role of marketing in the development of business strategies. Using a combination of lectures, readings, case studies, and computer simulations, these core courses review fundamental approaches in product/market selection, product line management, communications management, pricing, distribution, and marketing research. Students can choose among many electives to structure a program of study to match their interests and career objectives.

For more information: https://marketing.wharton.upenn.edu/mba-program/marketing-management-major/

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2026 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

Curriculum

A minimum of 19 course units is required for graduation.

Major electives taken on a pass/fail basis cannot be counted toward the Marketing major.

Code	Title	Course Units
Marketing Major Requirements		
Core Requirements		
MKTG 6110	Marketing Management	
MKTG 6120	Dynamic Marketing Strategy	
or MKTG 613	Strategic Marketing Simulation	
Marketing Research Courses		
Select 1 course unit of the following:		1
MKTG 7120	Data and Analysis for Marketing Decisions	
MKTG 7710	Models for Marketing Strategy	
MKTG/STAT 7760	Applied Probability Models in Marketing	
MKTG 8090	Experiments for Business Decision Making (Center Special Topic)	
MKTG 9400 & MKTG 9410	Measurement and Data Analysis in Marketing - Part A and Measurement and Data Analysis in Marketing - Part B	
MKTG 9420 & MKTG 9430	Research Methods in Marketing - Part A and Research Methods in Marketing - Part B	
Marketing Elective Courses		
Select 3 course units of 7000 or 8000 level MKTG courses *		3
Electives		
Select 5.5 course units of electives		5.5
MBA Core Requirements		**9.5**
Total Course Units		**19**

* If MKTG 7120, MKTG 7710, MKTG 7760 or MKTG 8090 is selected to satisfy the MKTG Research course requirement, any of the remaining MKTG Research courses listed in this note may be taken toward satisfying these 3 course units. MKTG 7120, MKTG 7710, MKTG 7760 and MKTG 8090 cannot apply to both.
No more than one course unit may be earned from the following Independent or Advanced Study courses: MKTG 8900, MKTG 8950, MKTG 8970, or MKTG 8990.

MBA Core Requirements

Code	Title	Course Units
Accounting		
Select one of the following:		0.5-1
ACCT 6110	Fundamentals of Financial Accounting	
ACCT 6130	Fundamentals of Financial and Managerial Accounting	
Finance [1]		
Corporate Finance		
Select one of the following:		0.5-1
FNCE 6110	Corporate Finance	
FNCE 6210	Corporate Finance (Half CU)	
Macroeconomics		
Select one of the following:		0.5-1
FNCE 6130	Macroeconomics and the Global Economic Environment	
FNCE 6230	Macroeconomics and The Global Economic Environment (Half CU)	
Legal Studies		
LGST 6110	Responsibility in Global Management	0.5
or LGST 6120	Responsibility in Business	
or LGST 6130	Business, Social Responsibility, and the Environment	
Microeconomics		
BEPP 6110	Microeconomics for Managers: Foundations	0.5
BEPP 6120	Microeconomics for Managers: Advanced Applications	0.5
Management		
MGMT 6100	Foundations of Teamwork and Leadership	0.5
MGMT 6110	Managing Established Enterprises	1
or MGMT 6120	Management of Emerging Enterprises	
Marketing		
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5

or MKTG 6130	Strategic Marketing Simulation	
OIDD		
Select one unit of the following:		0.5-1
OIDD 6110	Quality and Productivity	
OIDD 6120	Business Analytics	
OIDD 6130	Online Business Models and the Information-Based Firm	
OIDD 6140	Innovation	
OIDD 6150	Operations Strategy	
OIDD 6620	Enabling Technologies	
OIDD 6900	Managerial Decision Making	
Statistics		
STAT 6130	Regression Analysis for Business [2]	1
or STAT 6210	Accelerated Regression Analysis for Business	
Management Communication		
Select one of the following options:		0.5
WHCP 6160	Management Communication [3]	
or WHCP 6180	Entrepreneurial Communication	
Writing Requirement		
MBA students are required to demonstrate mastery of persuasive writing for a business audience. This is tested on an online Writing Waiver Exam that incoming MBA's complete the summer before they matriculate. Students unable to demonstrate mastery on this exam are required to take WHCP 6210: Foundations of Business Writing in the fall of their first year. This pass/fail, 0 CU course is designed to provide students with the instruction and support they will need to achieve mastery in persuasive writing for a business audience.		
Second Year Requirement:		
Students must satisfy the following requirements during their second year in the program: (1) maintain a Wharton GPA that is greater than 2.33 in each semester of their second year, and (2) have no more than 4 CU of Wharton courses with a grade less than or equal to 2.33 (C+ or lower) in their second year.		
Total Course Units		**9.5**

1 Students cannot enroll in both FNCE 6210 and FNCE 6230.
2 STAT 6210 is by placement only.
3 Enrollment in WHCP 6180 requires pre-approval.

Course	Title	Course Units
First Year		
Fall		
Fall Courses		5
	Course Units	**5.00**
Spring		
Spring Courses		5
	Course Units	**5.00**
Second Year		
Fall		
Fall Courses		5
	Course Units	**5.00**
Spring		
Spring Courses		4
	Course Units	**4.00**
	Total Course Units	**19.00**

The Global Experience Concentration facilitates MBA student participation in a study abroad program. Students must complete two full credit units in an approved International Exchange Program at the partner university's location. In addition, students must take one full credit unit of internationally focused MBA electives to satisfy the concentration requirement.

Curriculum

Students must complete two full credit units in an approved International Exchange Program at the partner university's location. Approved International Exchange Programs include:

- Australia – AGSM, Sydney
- Brazil – COPPEAD, Rio de Janeiro
- Chile – Universidad Adolfo Ibanez, Santiago
- China – CEIBS, Shanghai
- China – Peking University, Beijing
- France – HEC/ISA, Paris
- France – INSEAD, Fontainebleau
- Hong Kong – HKUST, Kowloon
- India – ISB, Hyderabad
- Israel – IDC, Herzliya
- Israel – Tel Aviv University, Tel Aviv
- Italy – SDA Bocconi, Milan
- Japan – Keio University, Tokyo
- Netherlands – RSM, Rotterdam
- Philippines – AIM, Makati City
- Singapore – INSEAD, Singapore
- Spain – IESE, Barcelona
- Sweden – Stockholm School of Economics, Stockholm
- Thailand – Sasin, Bangkok
- United Kingdom – LBS, London

In addition to two full credit units taken in an approved study-abroad program, students must take one full credit unit of internationally focused MBA electives to satisfy the concentration requirement. The electives should be selected from the list below and cannot be taken on a pass/fail basis.

Code	Title	Course Units
Global Experience Concentration		
Students must complete 2 CU in WHG 5000-level or above		2
Select at least 1 CU from the following: [1]		*1*
Accounting		
ACCT/FNCE 7970	Taxes and Business Strategy	
Business Economics and Public Policy		
BEPP/OIDD 7630	Energy Markets and Policy	

BEPP/ACCT 7640	Climate and Financial Markets
BEPP 7890	Economic Globalization: Policy, History and Contemporary Issues
Finance	
FNCE 7190	International Financial Markets and Cryptocurrencies
FNCE 7310	Global Valuation and Risk Analysis
FNCE 7320	International Banking
FNCE 7400	Central Banks, Macroeconomic Policy and Financial Markets
FNCE 7540	ESG and Impact Investing
FNCE 7560	Energy Finance
Health Care Management	
HCMG 8590	Comparative Health Care Systems
HCMG 8680	Private Sector Role in Global Health
Legal Studies and Business Ethics	
LGST 7500	Global (Anti-)Money Laundering
LGST 8020	Law of Corporate Management and Finance
Management	
MGMT 6240	Leading Across Cultural and Relational Differences
MGMT 7150	Political Environment of the Multinational Firm
MGMT 7200	Corporate Diplomacy
MGMT 7230	Strategy and Environmental Sustainability
MGMT 7870	Global Management of Digital Businesses
MGMT 7880	Managing and Competing in China
MGMT 8090	Private Equity in Emerging Markets
MGMT 8170	Global Growth of Emerging Firms
MGMT 8330	Strategies and Practices of Family-controlled Companies
MGMT 8710	Advanced Global Strategy
MGMT 8750	Comparative Capitalism
Marketing	
Operations, Information, and Decisions	
OIDD 6730	Global Supply Chain Mgmt.
OIDD 6970	Retail Operations
OIDD/BEPP 7610	Climate Risks and Opportunities
OIDD/LGST 7620	Environmental Sustainability and Value Creation
Real Estate	
REAL 7050	Global Real Estate: Risk, Politics and Culture
REAL 7300/ BEPP 7730/ FNCE 7300	Urban Fiscal Policy
REAL 8360	International Housing Comparisons
Total Course Units	**3**

[1] Global Modular Courses (0.5 CU) offered in a foreign location also count.

Other courses with substantive international content may be counted upon approval of the concentration advisor.

Concentration Advisor: Alyssa Swanson