

# 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/>

## 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
<b>Marketing Major Requirements</b>		
<i>Core Requirements</i>		
MKTG 6110	Marketing Management	
MKTG 6120	Dynamic Marketing Strategy	
	or MKTG 6130 Strategic Marketing Simulation	
<i>Marketing Research Courses</i>		
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	
<i>Marketing Elective Courses</i>		
Select 3 course units of 7000 or 8000 level MKTG courses *		3
<b>Electives</b>		
Select 5.5 course units of electives		5.5

<b>MBA Core Requirements</b>	<b>9.5</b>
<b>Total Course Units</b>	<b>19</b>

\* Students may take MKTG 7700 or MKTG 7270, but not both. If MKTG 7700, MKTG 7700, MKTG 7700 or MKTG 7700 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
<b>Accounting</b>		
Select one of the following:		0.5-1
ACCT 6110	Fundamentals of Financial Accounting	
ACCT 6130	Fundamentals of Financial and Managerial Accounting	
<b>Finance <sup>1</sup></b>		
<i>Corporate Finance</i>		
Select one of the following:		0.5-1
FNCE 6110	Corporate Finance	
FNCE 6210	Corporate Finance (Half CU)	
<i>Macroeconomics</i>		
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)	
<b>Legal Studies</b>		
LGST 6110	Responsibility in Global Management	0.5
	or LGST 6120 Responsibility in Business	
	or LGST 6130 Business, Social Responsibility, and the Environment	
<b>Microeconomics</b>		
MGEC 6110		0.5
MGEC 6120		0.5
<b>Management</b>		
MGMT 6100	Foundations of Teamwork and Leadership	0.5
MGMT 6110	Managing Established Enterprises	1
	or MGMT 6120 Management of Emerging Enterprises	
<b>Marketing</b>		
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5
	or MKTG 6130 Strategic Marketing Simulation	
<b>OIDD</b>		
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	
<b>Statistics</b>		
STAT 6130	Regression Analysis for Business <sup>2</sup>	1
	or STAT 6210 Accelerated Regression Analysis for Business	
<b>Management Communication</b>		
WHCP 6110	Management Communication	0.25
	Select one of the following:	0.25
WHCP 6120	Advanced Persuasive Speaking	
WHCP 6150	Communication Challenges for Entrepreneurs	
WHCP 6240	Persuasive Writing for Business Leaders	
<b>Total Course Units</b>		<b>9.5</b>

<sup>1</sup> Students cannot enroll in both FNCE 6210 and FNCE 6230.

<sup>2</sup> STAT 6210 is by placement only.

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The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2024 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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