

MARKETING & OPERATIONS MANAGEMENT, MBA

Marketing and Operations are two closely interrelated functional areas in all manufacturing and service firms. This cross-functional major is designed to satisfy the strong need in industry for MBAs with in-depth training in both areas. Graduates from this major are better prepared to accept future career challenges at the intersection of these two disciplines. Examples of their first job assignment include brand managers who have to coordinate marketing and manufacturing for a particular product, members of new product development teams, leaders of quality management programs, or managers in the service sector with responsibility for creating and marketing new services.

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

Curriculum

A minimum of 19 course units is required for graduation.

Courses taken on a pass/fail basis cannot be counted towards the Marketing and Operations major.

Code	Title	Course Units
Marketing & Operations Management Major Requirements		
<i>Core Requirements</i>		
MKTG 6110	Marketing Management	
MKTG 6120	Dynamic Marketing Strategy	
	or MKTG 6130 Strategic Marketing Simulation	
OIDD 6110	Quality and Productivity	
	or OIDD 6150 Operations Strategy	
Select 0.5 course units from the following:		0.5
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	
<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 8090	Experiments for Business Decision Making (Center Special Topic)	
MKTG 7760	Applied Probability Models in Marketing	
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 *	
Select 4 course units from the following: **		4
Any 7000 or 8000 level MKTG course		
Any 5000 to 8000 level OIDD course		

Electives

Select 4 course units of electives	4
MBA Core Requirements	9.5
Total Course Units	19

* Instructor permission needed.

**A minimum of 1 course unit must be in MKTG and a minimum of 2 course units must be in OIDD. The remaining 1 course unit can be from either MKTG or OIDD.

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 to satisfy the two MKTG 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: 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		
<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)	
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	
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.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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
<i>Select at least 1 CU from the following:</i> ¹		1
Accounting		
ACCT/FNCE 7970	Taxes and Business Strategy	
Business Economics and Public Policy		
BEPP/OIDD 7630	Energy Markets & 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 8020	Law of Corporate Management and Finance	
Management		
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 8710	Advanced Global Strategy
MGMT 8750	Comparative Capitalism
Marketing	
Operations, Information, and Decisions	
OIDD 6730	Global Supply Chain Mgmt.
OIDD 7610	Risk Analysis and Environmental Management
OIDD 7620	Environmental Sustainability and Value Creation
Real Estate	
REAL 7050	Global Real Estate: Risk, Politics and Culture
REAL 8360	International Housing Comparisons
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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 adviser.

Concentration advisor: Alyssa Swanson