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.

Marketing (MKTG) electives taken on a pass/fail basis cannot be counted toward the Marketing & Operations major. One (1) CU of Operations (OIDD) elective coursework may be taken on a pass/fail basis.

MBA Core Requirements

Accounting
Select one of the following: 0.5-1
- ACCT 611 Fundamentals of Financial Accounting
- ACCT 613 Fundamentals of Financial and Managerial Accounting

Finance
Select one of the following: 0.5-1
- FNCE 611 Corporate Finance
- FNCE 621 Corporate Finance (Half CU)

Macroeconomics
Select one of the following: 0.5-1
- FNCE 613 Macroeconomics and the Global Economic Environment
- FNCE 623 Macroeconomics and The Global Economic Environment (Half CU)

Legal Studies
LGST 611 Responsibility in Global Management 0.5
or LGST 612 Responsibility in Business

Microeconomics
- MGEC 611 Microeconomics for Managers: Foundations 0.5
- MGEC 612 Microeconomics for Managers: Advanced Applications 0.5

Management
- MGMT 610 Foundations of Teamwork and Leadership 0.5
- MGMT 611 Managing Established Enterprises
  or MGMT 612 Management of Emerging Enterprises 1

Marketing
- MKTG 611 Marketing Management 0.5
- MKTG 612 Dynamic Marketing Strategy 0.5

Marketing & Operations Management Major Requirements

Core Requirements

MKTG 611 Marketing Management 0.5
MKTG 612 Dynamic Marketing Strategy
or MKTG 613 Strategic Marketing Simulation 0.5
OIDD 611 Quality and Productivity
or OIDD 615 Operations Strategy 0.5
Select 0.5 course units from the following:
- OIDD 611 Quality and Productivity
- OIDD 612 Business Analytics
- OIDD 613 Managing the Productive Core of the Firm: Information and Business Transformation
- OIDD 614 Innovation
- OIDD 615 Operations Strategy

Marketing Research Courses

Select 1 course unit of the following: 1
- MKTG 712 Data and Analysis for Marketing Decisions
- MKTG 771 Models for Marketing Strategy
- MKTG/STAT 776 Applied Probability Models in Marketing
- MKTG 809 Special Topics: Experiments for Business Decision Making
- MKTG 940 & MKTG 941 Measurement and Data Analysis in Marketing - Part A and Measurement and Data Analysis in Marketing - Part B
- MKTG 942 & MKTG 943 Research Methods in Marketing - Part A and Research Methods in Marketing - Part B

Select 4 course units from the following: 4
- Any 700 or 800 level MKTG course
- Any 500- to 800-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.

Students may take MKTG 770 or MKTG 727, but not both.
If MKTG 712, MKTG 771, MKTG 776, or MKTG 809 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 712, MKTG 771, MKTG 776, and MKTG 809 cannot apply to both.

No more than one course unit may be earned from the following: MKTG 890, MKTG 893, MKTG 895, MKTG 897, or MKTG 899.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 613</td>
<td>Strategic Marketing Simulation</td>
<td></td>
</tr>
<tr>
<td>OIDD 611</td>
<td>Quality and Productivity</td>
<td>0.5</td>
</tr>
<tr>
<td>or OIDD 615</td>
<td>Operations Strategy</td>
<td></td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>OIDD 611</td>
<td>Quality and Productivity</td>
</tr>
<tr>
<td>OIDD 612</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>OIDD 613</td>
<td>Online Business Models and the Information-Based Firm</td>
</tr>
<tr>
<td>OIDD 614</td>
<td>Innovation</td>
</tr>
<tr>
<td>OIDD 615</td>
<td>Operations Strategy</td>
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</tbody>
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### Statistics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 613</td>
<td>Regression Analysis for Business</td>
<td>1</td>
</tr>
<tr>
<td>or STAT 621</td>
<td>Accelerated Regression Analysis for Business</td>
<td></td>
</tr>
</tbody>
</table>

### Management Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHCP 611</td>
<td>Management Communication</td>
<td>0.25</td>
</tr>
</tbody>
</table>

Select one of the following:  

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>WHCP 612</td>
<td>Advanced Persuasive Speaking</td>
</tr>
<tr>
<td>WHCP 615</td>
<td>Communication Challenges for Entrepreneurs: 'Pitching your Business'</td>
</tr>
<tr>
<td>WHCP 624</td>
<td>Persuasive Writing for Business Leaders</td>
</tr>
</tbody>
</table>

**Total Course Units**: 9.5

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1. Students cannot enroll in both FNCE 621 and FNCE 623.
2. Students must take at least one of OIDD 611 and OIDD 615, and may take both to satisfy the requirement.
3. STAT 621 is by placement only.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2020 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.