

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.

Students may take MKTG 7700 or MKTG 7270, but not both.

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		
MGEC 6110		0.5
MGEC 6120		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		
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	
Total Course Units		9.5

¹ Students cannot enroll in both FNCE 6210 and FNCE 6230.

² STAT 6210 is by placement only.

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.
