MARKETING (MKTG)

MKTG 101 Introduction to Marketing
The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.
Taught by: Niedermeier
One-term course offered either term
Activity: Recitation
1 Course Unit
Notes: For fall and spring semesters, you must be registered for one of the 20 recitation sections (MKTG101201 through MKTG101220) AND a lecture section (MKTG101001 or MKTG101002). Failure to sign up for both a recitation and a lecture will result in you being dropped from the course. PLEASE NOTE: Recitation Section MKTG101220 is reserved only for Joseph Wharton Scholars.

MKTG 211 Consumer Behavior
This course is concerned with how and why people behave as consumers. Its goals are to: (1) provide conceptual understanding of consumer behavior, (2) provide experience in the application of buyer behavior concepts to marketing management decisions and social policy decision-making; and (3) to develop analytical capability in using behavioral research.
Taught by: Melamud, Sharif, Riis
One-term course offered either term
Also Offered As: MKTG 711
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit

MKTG 212 Data and Analysis for Marketing Decisions
Firms have access to detailed data of customers and past marketing actions. Such data may include in-store and online customer transactions, customer surveys as well as prices and advertising. Using real-world applications from various industries, the goal of the course is to familiarize students with several types of managerial problems as well as data sources and techniques, commonly employed in making effective marketing decisions. The course would involve formulating critical managerial problems, developing relevant hypotheses, analyzing data and, most importantly, drawing inferences and telling convincing narratives, with a view of yielding actionable results.
Taught by: Eliashberg, Nave
Course usually offered in fall term
Also Offered As: MKTG 712
Prerequisites: MKTG 101, and STAT 101 or equivalent. CNPS minors may take STAT 111 or STAT 430 instead of STAT 101.
Activity: Lecture
1 Course Unit
Notes: Students are highly encouraged to take statistics in the semester immediately preceding this course. (Former course title Marketing Research.)

MKTG 223 Channel Management
The purpose of this course is to provide students with an opportunity to analyze, design, and evaluate various marketing channel structures and decisions. The course takes the perspective of the manufacturer and is organized around the two main tasks of channel management: designing channel structure and coordinating the channel. The course views a marketing channel both as a value delivery system and as an inter-organizational system. Specific topics covered include direct v. indirect channels, functional unbundling and hybrid channel systems, franchising, channel conflict, trust and power in channel relations, some legal issues, efficient consumer response (ECR) initiatives, and the impact of electronic commerce on channel management.
One-term course offered either term
Also Offered As: MKTG 759
Prerequisite: MKTG 101
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term

MKTG 225 Principles of Retailing
This course explores the domain of retailing; marketing to the final consumer. Emphasis is placed on marketing aspects of retailing not covered in other courses: retail strategy, merchandising, vendor relations and location.
Course usually offered in spring term
Also Offered As: MKTG 725
Prerequisite: MKTG 101
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for Fall, January for Spring) for sections offered in the SECOND half of the term.
**MKTG 227 Digital Marketing and Electronic Commerce**
The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing is critical to the success of firms that will shape the consumption-led economies that are fueled by these technologies. MKTG 227 provides a research-based and framework-driven approach to succeeding in this environment, through a rigorous approach to understanding digital marketing and electronic commerce. The course is organized into two sections and utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points. Guests from the entrepreneur and investor communities participate as well, as appropriate. Part I presents the behavioral foundations for understanding commerce and emerging business models, and covers the relevant phenomena and theory from economics, marketing, and related fields. Part II focuses on the principles and mechanics of digital marketing tools and tactics, and also briefly covers social commerce and new media.
Taught by: Bell
One-term course offered either term
Also Offered As: MKTG 727
Prerequisite: MKTG 101
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for Fall, January for Spring) for sections offered in the SECOND half of the term. Students may not take both MKTG 227 and the full semester version of this course, MKTG 270 (formerly MKTG 230x) for credit.

**MKTG 234 Idea Generation & the Systematic Approach for Creativity**
The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students’ (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer.
Taught by: Rom Schrift
Course usually offered in fall term
Activity: Lecture
0.5 Course Units
Notes: Students may not take both MKTG 292 and MKTG 234 for credit.

**MKTG 241 Entrepreneurial Marketing**
This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.
Taught by: Lodish, Lautman
Course usually offered in fall term
Also Offered As: MKTG 741
Prerequisites: MKTG 101; MKTG 212 (can take concurrently); students are discouraged from taking this course and MKTG 221 without the permission of the marketing undergraduate faculty advisor.
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for Fall, January for Spring) for sections offered in the SECOND half of the term.

**MKTG 254 Pricing Policy**
The pricing decision process including economic, marketing, and behavioral phenomena which constitute the environment for pricing decisions and the information and analytic tools useful to the decision maker.
One-term course offered either term
Also Offered As: MKTG 754
Prerequisites: MKTG 101 and sophomore standing.
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Students can not take both MKTG 254 and the full semester version of this course, MKTG 288, for credit. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring) for sections offered in the SECOND half of the term.

**MKTG 260 Law of Marketing and Antitrust**
See Legal Studies, LGST 205
Also Offered As: LGST 205, LGST 805, MKTG 760
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit
Notes: (Former MKTG 236)
MKTG 262 New Product Development
In this hands-on experiential course, students will partner with a local start-up to apply design thinking steps taught throughout the course. Students will learn how to uncover deep consumer needs, effectively ideate, and create rapid prototypes to test their ideas with real customers. This class is well suited for those interested in careers in innovation or management consulting, marketing, product management, technology, or entrepreneurship. No prior experience or requirements are needed for this course.
Course not offered every year
Prerequisite: MKTG 101 recommended but not required
Activity: Lecture
1 Course Unit
Notes: NOTE: Students may not take both MKTG 262 and MKTG 221 for credit

MKTG 265 Principles of Advertising
This course focuses on advertising via all media - print, digital, video, TV, Internet, etc. Emphasis is placed on understanding the communication development process and consumer behavior (psychology), the measurement and evaluation of advertising effects, and developing appropriate media plans.
One-term course offered either term
Prerequisites: MKTG 101.
Activity: Lecture
1 Course Unit
Notes: Students should not take both MKTG 265 (full semester version) and MKTG 224 (mini course version), since credit will not be given for both courses.

MKTG 266 Marketing for Social Impact
Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on the strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fundraising for social causes). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.
Taught by: Deborah Small
Course usually offered in fall term
Prerequisite: MKTG 101 or instructor permission
Activity: Lecture
1 Course Unit
Notes: Students may not take both MKTG 266 and MKTG 233 for credit.

MKTG 270 Digital Marketing, Social Media and E-Commerce
MKTG 270 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 227, Digital Marketing and Electronic Commerce, a half cu course offered by the department.
Taught by: Bell
One-term course offered either term
Also Offered As: MKTG 770
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit
Notes: Students may not take both MKTG 270 and the half semester version of this course, MKTG 227 for credit. This course replaces experimental course MKTG 230x.

MKTG 271 Models for Marketing Strategy
In today's business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital. The course’s main focus is on various existing models, such as models that predict the consumer’s dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business).
Taught by: Eliashberg
Course usually offered in fall term
Also Offered As: MKTG 771
Prerequisites: MKTG 101, STAT 101 and some tolerance for expressing critical ideas in simple math
Activity: Lecture
1 Course Unit
**MKTG 277 Marketing Strategy**
This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

Taught by: Robertson
Course usually offered in fall term
Also Offered As: MKTG 777
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit
Notes: Lectures, discussions, cases

**MKTG 278 Strategic Brand Management**
Which brands make you happy? Apple? Amazon? Starbucks? Everlane? Soulcycle? Sweetgreen? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand. The course is created for students interested in building a brand and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, and a final project. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students’ ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.

Taught by: Williams
Course usually offered in spring term
Also Offered As: MKTG 778
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit

**MKTG 288 Pricing Strategies**
This course is designed to equip students with the concepts, techniques, and latest thinking on pricing issues, with an emphasis on ways in which to help a firm improve its pricing. The orientation of the course is about practice of pricing, not theory. We will focus on how firms can improve profitability through pricing, look at how firms set their prices and how to improve current practices to increase profitability. The first part of the course focuses on how to analyze costs, customers, and competitors in order to formulate proactive pricing strategies. The second part focuses on price promotions, price bundling, price discrimination, versioning, nonlinear pricing, pricing through a distribution channel, dynamic pricing, etc.

Taught by: Zhang
Course usually offered in spring term
Prerequisite: MKTG 101
Activity: Lecture
1 Course Unit
Notes: Students may not take both MKTG 288 and MKTG 254 for credit.

**MKTG 306 Special Topics: Retail Merchandising**
This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles and industry guest speakers. The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing.

Course usually offered in fall term
Also Offered As: MKTG 806
Prerequisite: MKTG 101 or MKTG 225
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u., One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for Fall, January for Spring) for sections offered in the SECOND half of the term.
MKTG 350 Special Topics - Consumer Neuroscience
Basic neuroscience made steady progress throughout the 20th century with only small areas of application outside of medicine. Over the past 30 years, however, breakthroughs in measurement and computation have accelerated basic research and created major applications for business and technology. Currently, applications to marketing research and product development are experiencing explosive growth that has been met with both excitement and skepticism. This mini-course provides an overview of these developments. The course follows a straightforward theory/application format for each major area of cognitive neuroscience. On Tuesdays, the basics of neuroscience are covered along with a few illustrative applications. A key take-away from this part of the course is to gain the elementary scientific knowledge that is necessary to separate "neuro-reality" from "neuro-hype." On Thursdays, we cover application areas in greater detail. There are two general types of applications. First, there are applications of neuroscience in marketing research. Topics will range from well-known and widely used applications, such as eye-tracking measures in the lab and the field, to emerging methods and measures, such as mobile EEG, face reading algorithms, and fMRI predictors of market response. Application areas include, packaging and shelf display, copy testing for television and print advertisements, video games, product usability studies, and simulators. Second, there are applications of neuroscience in the development of new products. Product development applications include wearable physiological devices and apps, sensory branding for foods and fragrances, pharmaceuticals and medical devices (especially prosthetic devices), and neuroscience-based "edutainment" designed to enhance cognitive functions. Special attention will also be paid to changes in brain anatomy and function over the lifespan. Key markets are children (mainly for enhancement products), seniors (mainly for remediation/restoration products), and working adults (both enhancement and remediation/restoration products). This course is self-contained and has no prerequisites. That said, students with some background in business, industrial design, psychology, or neuroscience are likely to find the material covered in this course complementary to the knowledge they already have.
Taught by: Wes Hutchinson
Course usually offered in spring term
Also Offered As: MKTG 850
Prerequisites: None.
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring) for sections offered in the SECOND half of the term.

MKTG 351 Special Topics: Introduction to Brain Science for Business
Brain science offers the potential to unlock the future of business, by providing new insights that can enhance decision-making, improve precision in design and marketing team chemistry and cultivate leadership, fine-tune selection and human performance, drive creativity and innovation, create social value, and optimize digital interactions. New developments in biometrics, implantable and wearable devices, genomics, proteomics, metabolomics, nutrition, and human microbiome, offer the opportunity for enhanced precision and impact in marketing, finance, management, analytics, and education. This course will provide an overview of contemporary brain science and its applications to business. Students first will be introduced to the basic anatomy and physiology of the brain and become familiar with important techniques for measuring and manipulating brain function. The course will then survey major findings in neuroscience with applications to business, including selective attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; and social influence, team-building, and leadership. The course will end with a discussion of ethics, brain-machine interactions, and artificial intelligence. Applications to business, education, sports, law and policy will be discussed throughout.
Course usually offered in spring term
Also Offered As: MKTG 851
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term. Check meeting dates. Students must register for this course before the end of the Course Selection period (September for fall, January for spring) for sections offered in the SECOND half of the term.

MKTG 399 Independent Study
One-term course offered either term
Also Offered As: MKTG 899
Prerequisites: MKTG 212 and written permission of instructor and the department undergraduate advisor
Activity: Independent Study
1 Course Unit
Notes: Content arranged by project supervisor, 1.0 c.u

MKTG 476 Applied Probability Models for Marketing
This course will expose students to the theoretical and empirical "building blocks" that will allow them to construct, estimate, and interpret powerful models of consumer behavior. Over the years, researchers and practitioners have used these models for a wide variety of applications, such as new product sales, forecasting, analyses of media usage, and targeted marketing programs. Other disciplines have seen equally broad utilization of these techniques. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.
Taught by: Fader
Course usually offered in spring term
Also Offered As: MKTG 776, STAT 476, STAT 776
Prerequisites: A high comfort level with basic integral calculus and recent exposure to a formal course in probability and statistics such as STAT 430 is strongly recommended.
Activity: Lecture
1 Course Unit
MKTG 611 Marketing Management
This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.
Taught by: Kahn, Berger, Meyer, Riis
Course usually offered in fall term
Activity: Lecture
0.5 Course Units
Notes: One half term. 0.5 cu

MKTG 612 Dynamic Marketing Strategy
Building upon Marketing 611, the goal of this course is to develop skills in formulating and implementing marketing strategies for brands and businesses. The course will focus on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix, as well as other significant strategic issues facing today's managers in a dynamic competitive environment. A central theme of the course is that the answer to these strategic problems varies over time depending on the stage of the product life cycle at which marketing decisions are being made. As such, the PLC serves as the central organizing vehicle of the course. We will explore such issues as how to design optimal strategies for the launch of new products and services that arise during the introductory phase, how to maximize the acceleration of revenue during the growth phase, how to sustain and extend profitability during the mature phase, and how to manage a business during the inevitable decline phase.
Taught by: Van den Bulte, Bradlow
One-term course offered either term
Prerequisite: MKTG 611
Activity: Lecture
0.5 Course Units
Notes: One half term. 0.5 cu

MKTG 613 Strategic Marketing Simulation
Building upon Marketing 611, Marketing 613 is an intensive immersion course designed to develop skills in formulating and implementing marketing strategies for brands and businesses. The central activity will be participation in a realistic integrative product management simulation named SABRE. In SABRE, students will form management teams that oversee all critical aspects of modern product management: the design and marketing of new products, advertising budgeting and design, sales force sizing and allocation, and production planning. As in the real world, teams will compete for profitability, and the success that each team has in achieving this goal will be a major driver of the class assessment. The SABRE simulation is used to convey the two foci of learning in the course: the changing nature of strategic problems and their optimal solutions as industries progress through the product life cycle, and exposure to the latest analytic tools for solving these problems. Specifically, SABRE management teams will receive training in both how to make optimal use of marketing research information to reduce uncertainty in product design and positioning, as well as decision support models to guide resource allocation.
Taught by: Reibstein
Course usually offered in spring term
Prerequisite: MKTG 611
Activity: Lecture
0.5 Course Units
Notes: 0.5 cu

MKTG 711 Consumer Behavior
Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in customer behavior with the goal of understanding how these ideas can be used in marketing decision making. The class will consist of a mix of lectures, discussions, cases, assignments, project work and exams. Topics covered include customer psychological processes (e.g., motivation, perception, attitudes, decision-making) and their impact on marketing (e.g., segmentation, branding, and customer satisfaction). The goal is to provide you with a set of approaches and concepts to consider when faced with a decision involving understanding customer responses to marketing actions.
Taught by: Reed
One-term course offered either term
Also Offered As: MKTG 211
Prerequisite: Completion of MKTG 611
Activity: Lecture
1 Course Unit
Notes: Format: Lectures and discussion, case analyses, presentations.
MKTG 712 Data and Analysis for Marketing Decisions
Firms have access to detailed data of customers and past marketing actions. Such data may include in-store and online customer transactions, customer surveys as well as prices and advertising. Using real-world applications from various industries, the goal of the course is to familiarize students with several types of managerial problems as well as data sources and techniques, commonly employed in making effective marketing decisions. The course would involve formulating critical managerial problems, developing relevant hypotheses, analyzing data and, most importantly, drawing inferences and telling convincing narratives, with a view of yielding actionable results.
Taught by: Iyengar, Eliashberg, Nave
One-term course offered either term
Also Offered As: MKTG 212
Prerequisite: MKTG 611; STAT 613 strongly recommended
Activity: Lecture
1 Course Unit
Notes: Format: Lecture, discussion, and cases.

MKTG 724 Advertising Management
The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, theories, current research findings, principles and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should not only be familiar with a large body of advertising knowledge, but also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on: 1) understanding the psychology of customer motivation and persuasion; 2) crafting effective and creative messages; 3) making efficient selections and use of media; and 4) understanding metrics, all within the broader Integrated Marketing Communications perspective.
One-term course offered either term
Also Offered As: MKTG 224
Prerequisites: Completion of MKTG 611, and MKTG 612, 613 or 622. (May be taken concurrently with MKTG 612, 613 or 622.)
Activity: Lecture
0.5 Course Units
Notes: Format: Case discussions, in-class exercises, lectures, group projects, guest lectures by marketing professionals.

MKTG 725 Principles of Retailing
This course provides an interdisciplinary overview of the retailing industry. Primary focus will be on the customer facing activities of retailers, including assortment planning, private-label development and the management of in-store operations, and the back-door activities (forecasting and supply chain management) that support customer interaction. In addition, current issues facing retailers, such as customer relationship management, industry consolidation and supplier relations, will be explored. The course will also survey topics in finance, operations, information technology and real estate as they relate to retail.
Course usually offered in spring term
Also Offered As: MKTG 225
Prerequisites: MKTG 611; and MKTG 612, 613 or 622; or permission of instructor
Activity: Lecture
0.5 Course Units
Notes: Format: Lecture and discussion, case analyses, and guest speakers.

MKTG 727 Digital Marketing and Electronic Commerce
The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG 727 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce. The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Part I presents will establish the behavioral foundations for understanding electronic commerce and covers relevant phenomena and theory from economics, marketing, and related fields. Part II examines e-commerce business models and institutions including Internet retail, subscription commerce, curated commerce and so on. Part III focuses on how digital marketing fosters ecommerce business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.
Taught by: Bell
One-term course offered either term
Also Offered As: MKTG 227
Prerequisites: Completion of MKTG 611; and MKTG 612, 613 or 622
Activity: Lecture
0.5 Course Units
Notes: 0.5 c.u. One-half term (Former MKTG 784) Students may not take both MKTG 727 and the full semester version of this course, MKTG 730x or MKTG 770 for credit.

MKTG 734 Idea Generation and the Systematic Approach for Creativity
The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students’ (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer
Taught by: Rom Schrift
Course usually offered in fall term
Prerequisite: None
Activity: Lecture
0.5 Course Units
Notes: Students may not take both MKTG 792 and MKTG 734 for credit.
MKTG 741 Entrepreneurial Marketing
This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will be to provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.
Taught by: Lodish, Lautman
Course usually offered in fall term
Also Offered As: MKTG 241
Prerequisites: Completion of MKTG 611; and MKTG 612, 613 or 622; and MKTG 712; (May take MKTG 612, 613 or 622, and MKTG 712 concurrently); Students are discouraged from taking this course and MKTG 721 except with permission of an MBA adviser.
Activity: Lecture
0.5 Course Units
Notes: Format: Guest speakers, lecture, class discussions, team project

MKTG 770 Digital Marketing, Social Media and E-Commerce
MKTG 770 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 727, Digital Marketing and Electronic Commerce, a half course offered by the department.
Taught by: Berman, Bell
One-term course offered either term
Also Offered As: MKTG 270
Prerequisites: MKTG 611, and one of the following: MKTG 612 or MKTG 613
Activity: Lecture
1 Course Unit
Notes: Students may not take both MKTG 770 and the half semester version of this course, MKTG 727 for credit. This course replaces experimental course MKTG 730x.
MKTG 771 Models for Marketing Strategy
In today’s business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital. The course’s main focus is on various existing models, such as models that predict the consumer’s dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business). The course is not only about models, however. It also covers modeling needs. Some industries such as the media and entertainment or the pharmaceutical industries present unique problems and modeling needs. The third objective of the course is to expose participants to the nature and essence of such idiosyncratic problems as well as modeling needs in such industries. Overall, the course will make participants understand better critical marketing problems by analyzing them rigorously and will enhance their skills in either designing or evaluating models-based strategies.
Taught by: Eliashberg
Course usually offered in fall term
Also Offered As: MKTG 271
Prerequisites: Completion of: MKTG 611; and MKTG 612, 613 or 622; basic calculus; exposure to basic statistical analysis, and some tolerance for expressing critical ideas in simple math.
Activity: Lecture
1 Course Unit
Notes: Format: Evaluating marketing models; practicing with computer-based models and software; discussing case studies that describe modeling applications; group presentations of model-based marketing analysis and strategy.

MKTG 775 Managing Customer Value
As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These “behaviors” include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules. We start with the discussion of customer profitability - focusing on the concepts of "customer lifetime value" and "customer equity". We will examine how to measure long-run customer profitability in both business-to-customer and business-to-business environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers - better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm’s management of its customer base: customer acquisition, development, and retention - and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.
Taught by: Fader
Course usually offered in spring term
Prerequisites: None.
Activity: Lecture
1 Course Unit
Notes: Format: Lecture and discussion

MKTG 776 Applied Probability Models in Marketing
This course will expose students to the theoretical and empirical “building blocks” that will allow them to develop and implement powerful models of customer behavior. Over the years, researchers and practitioners have used these methods for a wide variety of applications, such as new product sales forecasting, analyses of media usage, customer valuation, and targeted marketing programs. These same techniques are also very useful for other types of business (and non-business) problems. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.
Taught by: Fader
Course usually offered in spring term
Also Offered As: MKTG 476, STAT 476, STAT 776
Prerequisites: Students must have a high comfort level with basic integral calculus, and recent exposure to a formal course in probability and statistics is strongly recommended.
Activity: Lecture
1 Course Unit
Notes: Format: Lecture, real-time problem solving
MKTG 777 Marketing Strategy
This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.
Taught by: Robertson, Yildirim
Course usually offered in fall term
Also Offered As: MKTG 277
Prerequisites: Completion of MKTG 611, and MKTG 612 or 613 or 622
Activity: Lecture
1 Course Unit
Notes: Format varies by instructor. Typically: case, lecture, group projects and class discussion. See syllabus.

MKTG 778 Strategic Brand Management
Which brands make you happy? Apple? Amazon? Starbucks? Everlane? Soulcycle? Sweetgreen? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand. The course is created for students interested in building a brand and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, and a final project. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.
Taught by: Williams
Course usually offered in spring term
Also Offered As: MKTG 278
Prerequisites: MKTG 611; and MKTG 612, 613 or 622
Activity: Lecture
1 Course Unit
Notes: Format: Lectures, cases, discussions, exercises, and a group project.

MKTG 806 Special Topics: Retail Merchandising
This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles and industry guest speakers. The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing.
Course usually offered in fall term
Also Offered As: MKTG 306
Prerequisite: MKTG 611 or MKTG 725
Activity: Lecture
0.5 Course Units
Notes: 0.5 cu half credit course. Format: Lecture, discussion.

MKTG 890 Advanced Study Project (ASP)
The principal objectives of this course are to provide opportunities for undertaking an in-depth study of a marketing problem and to develop the students' skills in evaluating research and designing marketing strategies for a variety of management situations. Selected projects can touch on any aspect of marketing as long as this entails the elements of problem structuring, data collection, data analysis, and report preparation. The course entails a considerable amount of independent work. (Strict library-type research is not appropriate) Class sessions are used to monitor progress on the project and provide suggestions for the research design and data analysis. The last portion of the course often includes an oral presentation by each group to the rest of the class and project sponsors. Along with marketing, the projects integrate other elements of management such as finance, production, research and development, and human resources.
One-term course offered either term
Also Offered As: OIDD 890
Prerequisites: For GCP Advanced Study Projects: Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Visit www.whartongcp.org.
Activity: Seminar
1.5 Course Unit
Notes: For GCP Advanced Study Projects: Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Visit www.whartongcp.org. Individual group meetings with the instructor.

MKTG 895 Advanced Study Project - Wharton Domestic Consulting Practicum
The Wharton Domestic Consulting Practicum (DCP) creates a forum in which students of business can apply the concepts, methods and paradigms learned in the classroom with the resources of a professional network to develop strategic, innovative, and operational plans for organizations worldwide. By providing students with resources and guidance (as opposed to direction), the DCP endeavors to create an academic, social and ethically-minded atmosphere which cultivates experiential and dynamic learning, and which produces state-of-the-art results for clients. Students' learning correlates with their commitment and class discussion. See syllabus.
Course usually offered in spring term
Also Offered As: MKTG 890
Prerequisites: Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Visit www.whartongcp.org.
Corequisites: Students will not be permitted to enroll in this course if they are delaying a core.
Activity: Seminar
1 Course Unit
Notes: Course is open to all first and second year full time and executive MBA students. Individual group meetings with the instructor.
MKTG 899 Independent Study
A student contemplating an independent study project must first find a faculty member who agrees to supervise and approve the student’s written proposal as an independent study (MKTG 899). If a student wishes the proposed work to be used to meet the ASP requirement, he/she should then submit the approved proposal to the MBA adviser who will determine if it is an appropriate substitute. Such substitutions will only be approved prior to the beginning of the semester. One-term course offered either term
Also Offered As: MKTG 399
Prerequisites: MKTG 611; and MKTG 612, 613 or 622; and the written permission of instructor and the department MBA faculty advisor
Activity: Independent Study
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 966) 0.5 cu

MKTG 940 Measurement and Data Analysis in Marketing - Part A
In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner. Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 966) 0.5 cu

MKTG 941 Measurement and Data Analysis in Marketing - Part B
In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner. Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 966) 0.5 cu

MKTG 942 Research Methods in Marketing - Part A
This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results. Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 967) 0.5 cu

MKTG 943 Research Methods in Marketing - Part B
This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results. Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 967) 0.5 cu

MKTG 940 Measurement and Data Analysis in Marketing - Part A
In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner. Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 966) 0.5 cu

MKTG 941 Measurement and Data Analysis in Marketing - Part B
In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner. Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 966) 0.5 cu

MKTG 942 Research Methods in Marketing - Part A
This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results. Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 967) 0.5 cu

MKTG 943 Research Methods in Marketing - Part B
This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results. Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 967) 0.5 cu
MKTG 952 Information Processing Perspectives on Consumer Behavior - Part A
The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 963) 0.5 cu

MKTG 953 Information Processing Perspectives on Consumer Behavior - Part B
The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 963) 0.5 cu

MKTG 954 Economic/OR Models of Marketing - Part A
This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 964) 0.5 cu

MKTG 955 Economic/OR Models of Marketing - Part B
This is a continuation of MKTG 954. This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: PhD Course. (Formerly part of MKTG 964) 0.5 cu
MKTG 971 Advanced Topics in Marketing - Part A
Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.
Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: 0.5 cu. Course meets entire semester.

MKTG 972 Advanced Topics in Marketing - Part B
Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: 0.5 cu. Course meets entire semester.

MKTG 973 Research Seminar in Marketing - Part A
This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer: in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.
Course usually offered in fall term
Activity: Seminar
0.5 Course Units
Notes: 0.5 cu. Course meets entire semester.

MKTG 974 Research Seminar in Marketing - Part B
This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer: in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.
Course usually offered in spring term
Activity: Seminar
0.5 Course Units
Notes: 0.5 cu. Course meets entire semester.

MKTG 995 Dissertation
One-term course offered either term
Activity: Dissertation
1 Course Unit

MKTG 999 Supervised Independent Study
Requires written permission of instructor and the department graduate adviser.
One-term course offered either term
Activity: Independent Study
1 Course Unit