

# MARKETING, BS

Students pursuing a concentration in marketing acquire a solid grounding in applying the basic disciplines (e.g., psychology, economics, statistics) essential for understanding consumer and organizational buying patterns and developing successful marketing strategies. They also gain practical experience applying these concepts and methods via half-semester mini-courses (e.g., new product development, advertising, retailing). Many students with a marketing concentration have gone on to work in brand management, advertising, sales, marketing research, consulting, and entrepreneurial ventures.

**For more information:** [marketing.wharton.upenn.edu](http://marketing.wharton.upenn.edu) (<http://marketing.wharton.upenn.edu>)

## Curriculum

Code	Title	Course Units
MKTG 2110	Consumer Behavior	1
Select one of the following:		1
MKTG 2120	Data and Analysis for Marketing Decisions	
MKTG 2710	Models for Marketing Strategy	
MKTG 3090	Special Topics: Experiments for Business Decision Making <sup>4</sup>	
MKTG 4760	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 <sup>1</sup>	
MKTG 9420 & MKTG 9430	Research Methods in Marketing - Part A and Research Methods in Marketing - Part B <sup>1</sup>	
Select two course units from the following:		2
MKTG 2210	New Product Management	
MKTG 2240	Advertising Management <sup>5</sup>	
MKTG 2250	Principles of Retailing	
MKTG 2270	Digital Marketing and Electronic Commerce <sup>2</sup>	
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	
MKTG 2410	Entrepreneurial Marketing	
MKTG 2370	Introduction to Brain Science for Business <sup>6</sup>	
MKTG 2390	Visual Marketing	
MKTG 2470	Marketing Strategy for Technology Platforms (experimental) <sup>4</sup>	
MKTG 2540	Pricing Policy <sup>2</sup>	
MKTG 2600	Innovation, Marketing Strategy, and Antitrust	
MKTG 2620	New Product Development	
MKTG 2650	Principles of Advertising <sup>5</sup>	
MKTG 2660	Marketing for Social Impact	
MKTG 2700	Digital Marketing, Social Media and E-Commerce <sup>3</sup>	
MKTG 2710	Models for Marketing Strategy	
MKTG 2770	Marketing Strategy	

MKTG 2780	Strategic Brand Management	
MKTG 2880	Pricing Strategies <sup>2</sup>	
MKTG 3060	Retail Merchandising (Center Special Topic) <sup>4</sup>	
MKTG 3090	Special Topics: Experiments for Business Decision Making <sup>4</sup>	
MKTG 3500	Special Topics - Consumer Neuroscience <sup>4</sup>	
MKTG 3520	Special Topics - Marketing Analytics <sup>4</sup>	
MKTG 3530	Special Topics: The Business of Wellness: Marketing and Consumption <sup>4</sup>	
MKTG 3530	Special Topics: The Business of Wellness: Marketing and Consumption	
MKTG 3990	Independent Study	
MKTG 4760	Applied Probability Models in Marketing	
Other Wharton Requirements		33
<b>Total Course Units</b>		<b>37</b>

<sup>1</sup> This is a PhD course. Students need instructor permission and a permit from the department to enroll.

<sup>2</sup> MKTG 2540 and MKTG 2880 cannot both be taken for credit.

<sup>3</sup> MKTG 2270 and MKTG 2700 cannot both be taken for credit.

<sup>4</sup> Special Topics and Experimental courses: Subject to approval of department concentration advisor.

<sup>5</sup> MKTG 2240 and MKTG 2650 cannot both be taken for credit.

<sup>6</sup> MKTG 2370 replaced Special Topics course MKTG 3510. MKTG 2370 and MKTG 3510 cannot both be taken for credit.

## Other Wharton Requirements

Code	Title	Course Units
<b>First-Year Foundations</b>		
BEPP 1000	Introductory Economics for Business Students <sup>1</sup>	1
MATH 1400	Calculus, Part I or MATH 1100 Calculus for Wharton Students	1
<i>Writing</i>		
	Critical Writing Seminar	1
<b>Business</b>		
<i>Business Breadth (non-concentration courses)</i>		3
<i>Leadership Journey</i>		
WH 1010	Business and You	0.5
WH 2010	Business Communication for Impact	0.5
MGMT 3010	Teamwork and Interpersonal Influence	0.5
Capstone Course/Project		0.5
<i>Fundamentals</i>		
ACCT 1010	Accounting and Financial Reporting	1
ACCT 1020	Strategic Cost Analysis	1
BEPP 2500	Managerial Economics	1
FNCE 1000	Corporate Finance	1
FNCE 1010	Monetary Economics and the Global Economy	1
LGST 1000	Ethics and Social Responsibility or LGST 1010 Law and Social Values	1
MKTG 1010	Introduction to Marketing	1

OIDD 1010	An Introduction to Operations, Information and Decisions	1
STAT 1010	Introductory Business Statistics	1
STAT 1020	Introductory Business Statistics	1
<i>Global Economy, Business &amp; Society</i>		
One course unit required		1
<i>Technology, Innovation &amp; Analytics</i>		
One course unit required		1
<b>Liberal Arts &amp; Sciences</b>		
<i>Foreign Language</i>		
Second semester-level course or equivalent required		1
<i>Humanities</i>		
At least one course unit required		1
<i>Natural Science, Math &amp; Engineering</i>		
At least one course unit required		1
<i>Social Science</i>		
At least one course unit required		1
<i>Cross-Cultural Perspectives</i>		
Three course units required <sup>2</sup>		3
<b>Unrestricted Electives</b>		
Five course units required		5
<b>Total Course Units</b>		<b>33</b>

<sup>1</sup> For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of BEPP 1000 Introductory Economics for Business Students of these courses can be slotted for BEPP 1000 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

<sup>2</sup> Two can double-count as Humanities; Natural Science, Math & Engineering; Social Science; or Flex Gen Ed.

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The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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