

# MARKETING & COMMUNICATION, BS

Marketing professionals must understand the communication process and the most effective methods of conveying information, regardless of whether they intend to focus on advertising, the development of web-based initiatives, or the conduct of market research. Students in this dual concentration will augment their understanding of the core concepts taught in their marketing courses and be better prepared for employment or graduate study. The dual concentration in marketing and communication allows Wharton students concentrating in marketing to take four courses in the Annenberg School of Communication and have this cluster of courses recognized on their transcript as a second concentration.

Students who wish to pursue a second concentration in communication must first declare a primary concentration in marketing. The concentration in communication may not be used as a primary or sole concentration.

**For more information:** <https://undergrad-inside.wharton.upenn.edu/concentrations/mkcm/>

## Marketing & Communication - Dual Concentration

Code	Title	Course Units
<b>Marketing &amp; Communication - Dual Concentration Requirements</b> <sup>1</sup>		
Complete a total of four Communication courses as follows:		
Select two from the following:		
COMM 123	Critical Approaches to Popular Culture	
COMM 125	Introduction to Communication Behavior	
COMM 130	Media Industries and Society	
Select two additional Communication courses <sup>2</sup>		
<b>Primary Marketing Concentration</b> <sup>3</sup>		4
<b>Other Wharton Requirements</b>		33
Total Course Units		37

<sup>1</sup> One course unit from the Dual Concentration will double count as a General Education Requirement. Three course units from the Dual Concentration will double count as Unrestricted Electives.

<sup>2</sup> One of these may be the third course listed above.

<sup>3</sup> The Primary Marketing Concentration Requirements (<http://catalog.upenn.edu/undergraduate/programs/marketing-bs>) can be found here.

## Other Wharton Requirements

Code	Title	Course Units
<b>First-Year Foundations</b>		
ECON 010	Introduction to Economics for Business <sup>1</sup>	1
MATH 104	Calculus, Part I	1
or MATH 110	Calculus for Wharton Students	

<b>Writing</b>		
Critical Writing Seminar		1
<b>Business</b>		
<i>Business Breadth (non-concentration courses)</i>		3
<i>Leadership Journey</i>		
WH 101	Business and You	0.5
WH 201	Management Communication: Persuasive Speaking and Writing for Business	0.5
WH 301	Teamwork and Interpersonal Influence	0.5
Capstone Course/Project		0.5
<i>Fundamentals</i>		
ACCT 101	Accounting and Financial Reporting	1
ACCT 102	Strategic Cost Analysis	1
BEPP 250	Managerial Economics	1
FNCE 100	Corporate Finance	1
FNCE 101	Monetary Economics and the Global Economy	1
LGST 100	Ethics and Social Responsibility	1
or LGST 101	Law and Social Values	
MGMT 101	Introduction To Management	1
MKTG 101	Introduction to Marketing	1
OIDD 101	An Introduction to Operations, Information and Decisions	1
STAT 101	Introductory Business Statistics	1
STAT 102	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>		
Second semester-level foreign language		
<i>General Education Distribution</i>		
Select 6 courses with at least 1 course unit in each of the following categories:		6
Humanities		
Natural Science, Math & Engineering		
Social Science		
<i>Cross-Cultural Perspectives</i>		
Select 3 courses <sup>2</sup>		3
<b>Unrestricted Electives</b>		
Select five courses		5
Total Course Units		33

<sup>1</sup> For students who take ECON 001 Introduction to Micro Economics and ECON 002 Introductory Economics: Macro in place of ECON 010 Introduction to Economics for Business of these courses can be slotted for ECON 010 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 General Education Distribution courses.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2018 and later. Students should

consult with their academic program regarding final certifications and requirements for graduation.

---