

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
Marketing & Communication - Dual Concentration Requirements ¹		
Complete a total of four Communication courses as follows:		
Select two from the following:		
COMM 1230	Critical Approaches to Popular Culture	
COMM 1250	Introduction to Communication Behavior	
COMM 1300	Media Industries and Society	
Select two additional Communication courses ²		
Primary Marketing Concentration ³		4
Other Wharton Requirements		33
Total Course Units		37

¹ 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.

² One of these may be the third course listed above.

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

Other Wharton Requirements

Code	Title	Course Units
First-Year Foundations		
BEPP 1000	Introductory Economics for Business Students ¹	1
MATH 1400	Calculus, Part I	1

or MATH 1100 Calculus for Wharton Students

Writing		
Critical Writing Seminar		1
Business		
<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	1
or LGST 1010 Law and Social Values		
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 & Society</i>		
One course unit required		1
<i>Technology, Innovation & Analytics</i>		
One course unit required		1
Liberal Arts & Sciences		
<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 & 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 ²		3
Unrestricted Electives		
Five course units required		5
Total Course Units		33

¹ 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.

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

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.
