

# MARKETING & OPERATIONS MANAGEMENT, BS

The Marketing and Operations Management joint concentration emphasizes the importance of partnership between marketing and operations for new product development (NPD) in light of the fact that NPD is a critical company effort highly dependent on internal innovation processes. Given the complexity of these processes, the insights provided by cross-disciplinary collaboration can be particularly beneficial in many efforts, including:

- Creativity-based new product development
- Innovation in service manufacturing and new service development
- Customer response to next-generation products
- The use of conjoint analysis in engineering designs
- Platform-owner market entry
- Design-intensive innovation

**For more information:** <https://marketing.wharton.upenn.edu/programs/undergraduate/marketing-and-operations-management-joint-concentration/>

## Marketing & Operations Management Concentration

Code	Title	Course Units
<b>Required OIDD Courses</b>		
Select two course units from the following:		2
OIDD 220	Introduction to Operations Management	
OIDD 224	Analytics for Service Operations	
OIDD 240	Gamification for Business	
OIDD 314	Enabling Technologies	
OIDD 415	Product Design	
OIDD 416	Design and Development of Web-Based Products and Services	
<b>Required MKTG Courses<sup>1</sup></b>		
Select two course units from the following:		2
MKTG 221	New Product Management	
MKTG 225	Principles of Retailing	
MKTG 227	Digital Marketing and Electronic Commerce	
MKTG 234	Idea Generation & the Systematic Approach for Creativity	
MKTG 254	Pricing Policy	
MKTG 262	New Product Development	
MKTG 270	Digital Marketing, Social Media and E-Commerce	
MKTG 271	Models for Marketing Strategy	
MKTG 277	Marketing Strategy	
MKTG 288	Pricing Strategies	
MKTG 292	Creativity	
MKTG 476	Applied Probability Models for Marketing	
Other Wharton Requirements		33
Total Course Units		37

<sup>1</sup> You may not take both the mini course version (0.5 cu) and full term version (1.0 cu) of the same course topic for credit. Specifically, if you take MKTG 221 New Product Management, you may not also take MKTG 262 New Product Development. If you take MKTG 254 Pricing Policy you may not also take MKTG 288 Pricing Strategies. If you take MKTG 227 Digital Marketing and Electronic Commerce, you may not also take MKTG 270 Digital Marketing, Social Media and E-Commerce. If you take MKTG 292 Creativity you may not also take MKTG 234 Idea Generation & the Systematic Approach for Creativity.

## 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	
<i>Writing</i>		
	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.

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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.

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