

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
Required OIDD Courses		
Select two course units from the following:		2
OIDD 2200	Introduction to Operations Management	
OIDD 2240	Analytics for Service Operations	
OIDD 2360	Scaling Operations in Technology Ventures: Linking Strategy and Execution	
OIDD 2450	Analytics and the Digital Economy	
OIDD 3140	Enabling Technologies	
OIDD 4150	Product Design	
OIDD 6590	Advanced Topics	
Required MKTG Courses ¹		
Select two course units from the following:		2
MKTG 2210	New Product Management	
MKTG 2250	Principles of Retailing	
MKTG 2270	Digital Marketing and Electronic Commerce	
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	
MKTG 2540	Pricing Policy	
MKTG 2620	New Product Development	
MKTG 2700	Digital Marketing, Social Media and E-Commerce	
MKTG 2710	Models for Marketing Strategy	
MKTG 2770	Marketing Strategy	
MKTG 2880	Pricing Strategies	
MKTG 4760	Applied Probability Models in Marketing	
Other Wharton Requirements		33
Total Course Units		37

¹ 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 2210 New Product Management, you may not also take MKTG 2620 New Product Development. If you take MKTG 2540 Pricing Policy you may not also take MKTG 2880 Pricing Strategies. If you take MKTG 2270 Digital Marketing and Electronic Commerce, you may not also take MKTG 2700 Digital Marketing, Social Media and E-Commerce.

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
Leadership Journey		
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
Fundamentals		
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
Global Economy, Business & Society		
	One course unit required	1
Technology, Innovation & Analytics		
	One course unit required	1
Liberal Arts & Sciences		
Foreign Language		
	Second semester-level course or equivalent required	1
Humanities		
	At least one course unit required	1
Natural Science, Math & Engineering		
	At least one course unit required	1
Social Science		
	At least one course unit required	1

Cross-Cultural Perspectives

Three course units required ²	3
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Unrestricted Electives

Five course units required	5
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Total Course Units	33
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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 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.
