

# Marketing, MBA

The marketing major is designed to build deep competency in the art and science of choosing which customers to serve, and getting, keeping and growing them through delivering superior customer value.

Marketing majors will gain a proficiency in the latest methods and concepts for understanding customer behavior and for devising effective marketing strategies. This is a valuable preparation for careers in consulting and general management and essential for entrepreneurs.

Students begin by taking Marketing Management MKTG 6110, and then either MKTG 6120 or MKTG 6130, an overview of the role of marketing in the development of business strategies. Using a combination of lectures, readings, case studies, and computer simulations, these core courses review fundamental approaches in product/market selection, product line management, communications management, pricing, distribution, and marketing research. Students can choose among many electives to structure a program of study to match their interests and career objectives.

**For more information:** <https://marketing.wharton.upenn.edu/mba-program/marketing-management-major/>

## Curriculum

A minimum of 19 course units is required for graduation.

Major electives taken on a pass/fail basis cannot be counted toward the Marketing major.

Marketing Major Requirements	
Core Requirements	
<a href="#">MKTG 6110</a>	Marketing Management
<a href="#">MKTG 6120</a>	Dynamic Marketing Strategy
or <a href="#">MKTG 6130</a>	Strategic Marketing Simulation
Marketing Research Courses	
Select 1 course unit of the following:	
<a href="#">MKTG 7120</a>	Data and Analysis for Marketing Decisions
<a href="#">MKTG 7710</a>	Models for Marketing Strategy

<a href="#">MKTG/STAT 7760</a>	Applied Probability Models in Marketing	
<a href="#">MKTG 8090</a>	Experiments for Business Decision Making (Center Special Topic)	
<a href="#">MKTG 9400</a> & <a href="#">MKTG 9410</a>	Measurement and Data Analysis in Marketing - Part A and Measurement and Data Analysis in Marketing - Part B	
<a href="#">MKTG 9420</a> & <a href="#">MKTG 9430</a>	Research Methods in Marketing - Part A and Research Methods in Marketing - Part B	
Marketing Elective Courses		
Select 3 course units of 7000 or 8000 level MKTG courses *		3
Electives		
Select 5.5 course units of electives		5.5
MBA Core Requirements		9.5
Total Course Units		19

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Students may take [MKTG 7700](#) or [MKTG 7270](#), but not both.

If [MKTG 7700](#), [MKTG 7700](#), [MKTG 7700](#) or [MKTG 7700](#) is selected to satisfy the MKTG Research course requirement, any of the remaining MKTG Research courses listed in this note may be taken toward satisfying these 3 course units. MKTG 7120, MKTG 7710, MKTG 7760 and MKTG 8090 cannot apply to both.

No more than one course unit may be earned from the following Independent or Advanced Study courses: [MKTG 8900](#), [MKTG 8930](#), [MKTG 8950](#), [MKTG 8970](#), or [MKTG 8990](#).

## MBA Core Requirements

Accounting		
Select one of the following:		0.5-1
<a href="#">ACCT 6110</a>	Fundamentals of Financial Accounting	
<a href="#">ACCT 6130</a>	Fundamentals of Financial and Managerial Accounting	
Finance 1		
Corporate Finance		

Select one of the following:	0.5-1
<a href="#">FNCE 6110</a> Corporate Finance	
<a href="#">FNCE 6210</a> Corporate Finance (Half CU)	
Macroeconomics	
Select one of the following:	0.5-1
<a href="#">FNCE 6130</a> Macroeconomics and the Global Economic Environment	
<a href="#">FNCE 6230</a> Macroeconomics and The Global Economic Environment (Half CU)	
Legal Studies	
<a href="#">LGST 6110</a> Responsibility in Global Management	0.5
or <a href="#">LGST 6120</a> Responsibility in Business	
or <a href="#">LGST 6130</a> Business, Social Responsibility, and the Environment	
Microeconomics	
<a href="#">MGEC 6110</a> Microeconomics for Managers: Foundations	0.5
<a href="#">MGEC 6120</a> Microeconomics for Managers: Advanced Applications	0.5
Management	
<a href="#">MGMT 6100</a> Foundations of Teamwork and Leadership	0.5
<a href="#">MGMT 6110</a> Managing Established Enterprises	1
or <a href="#">MGMT 6120</a> Management of Emerging Enterprises	
Marketing	
<a href="#">MKTG 6110</a> Marketing Management	0.5
<a href="#">MKTG 6120</a> Dynamic Marketing Strategy	0.5
or <a href="#">MKTG 6130</a> Strategic Marketing Simulation	
OIDD	
Select one unit of the following:	0.5-1
<a href="#">OIDD 6110</a> Quality and Productivity	
<a href="#">OIDD 6120</a> Business Analytics	

<a href="#">OIDD 6130</a>	Online Business Models and the Information-Based Firm	
<a href="#">OIDD 6140</a>	Innovation	
<a href="#">OIDD 6150</a>	Operations Strategy	
<a href="#">OIDD 6620</a>	Enabling Technologies	
<a href="#">OIDD 6900</a>	Managerial Decision Making	
Statistics		
<a href="#">STAT 6130</a>	Regression Analysis for Business 2	1
or <a href="#">STAT 6210</a>	Accelerated Regression Analysis for Business	
Management Communication		
<a href="#">WHCP 6110</a>	Management Communication	0.25
Select one of the following:		0.25
<a href="#">WHCP 6120</a>	Advanced Persuasive Speaking	
<a href="#">WHCP 6150</a>	Communication Challenges for Entrepreneurs:	
<a href="#">WHCP 6240</a>	Persuasive Writing for Business Leaders	
Total Course Units		9.5

**1**

Students cannot enroll in both [FNCE 6210](#) and [FNCE 6230](#).

**2**

[STAT 6210](#) is by placement only.

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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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