



## MKTG 1010 – Introduction to Marketing – Fall 2024

**Course Description:** The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, customer lifetime value, branding, market research, product lifecycle strategies, pricing, go-to-market strategies, promotion, and marketing ethics.

The course format has changed as of this semester. Each term, there will be six individual sections with maximum enrollment for each set at 77. The class will be taught twice per week by the professor – there will no longer be a large lecture section followed by recitations taught by teaching assistants.

No Honors Section (MKTG 1018) will be offered in fall. There will be an opportunity for Joseph Wharton Scholars to take MKTG 1018 in the spring.

**Section 001** - MW 8:30am-9:59am (8/27 to 12/9) – JMHH 240 - [Cait Lambertson](#)

**Section 002** - MW 10:15am-11:44am (8/27 to 12/9) – JMHH 240 - [Cait Lambertson](#)

**Section 003** - MW 3:30pm-4:59pm (8/27 to 12/9) – JMHH 260 - [Barbara Kahn](#)

**Section 004** - MW 5:15pm-6:44pm (8/27 to 12/9) – JMHH 260 - [Barbara Kahn](#)

**Section 005** - TR 8:30am-9:59am (8/27 to 12/9) – JMHH 355 - [Eric Eisenstein](#)

**Section 006** - TR 10:15am-11:44am (8/27 to 12/9) – JMHH 355 - [Eric Eisenstein](#)