

USC Marshall
School of Business

Marketing Department

Fall 2023 ELECTIVE COURSES



FALL 2023
ELECTIVE COURSES

COURSE #	UNIT	COURSE TITLE	SECTION #	TIME	DAY	INSTRUCTOR
512	3	Consumer Insights and Analysis	16522&23	3:30-4:50pm	TTH	L. Vincent
525	3	Consumer Behavior	16524&25	2-3:20PM	TTH	K. Diehl
526	3	Advertising and Social Media: Strategy and Analytics	16526R	5-6:20pm	TTH	G. Tellis
528	3	Sales Management: The Art and Science of Sales	16528R	6:30-9:30pm	H	S. Martin
530	3	New Product Development	16530	6:30-9:30pm	T	D. Schorr
533	1.5	Branding Strategy	16531R	5-6:20pm	MW	D. Badame
555	3	Marketing Channels	16536R	12:30-1:50pm	MW	G. Frazier
560	3	Marketing Strategy	16544&45	6:30-9:30pm	W	D. Badame
566	3	Decision Making Using Marketing Analytics	16522&46	2-3:20pm	MW	L. Luo
			16547&63	3:30-4:50pm	MW	L. Luo
586	3	Fashion, Luxury and Lifestyle Marketing	16549R	6:30-9:30pm	M	D. Badame
589	1.5	CMO on Shareholder Value	16548R	5-6:20pm	MW	D. Badame



Customer Insights and Analysis



Course Description:

The Internet age has given marketers the possibility to obtain a rich amount of information about their customers. Today's firms not only can observe customers' offline store visit and shopping behavior via loyalty programs and mobile technology, but also can gain access to customers' online behavior such as web surfing, online purchase, ad exposure, social network posting. What do all these data reveal to marketers and how might they be used to improve our marketing effectiveness? This course will introduce students to various marketing research techniques to collect, analyze and act upon customer information, especially in the Internet and digital environment. The tools taught in this class will help students better understand and predict customer behavior, and they will become essential for developing a successful career in marketing/management consulting, customer relationship management, database marketing, digital marketing, etc.

You Should Take This Class If you:

- Want to develop analytical skills in conducting customer and market research, especially in the online and digital environment
- Want to apply research tools to better understand and predict customer behavior to improve marketing effectiveness
- Want to pursue a career in marketing/management consulting, customer relationship management, database marketing, digital marketing, social media marketing

Instructor:

Laurence Vincent

Consumer Behavior



Course Description:

Any business begins and ends with the consumer — from recognizing needs to ensuring post-purchase satisfaction. Without a consumer, there is no company!! In this course, you will enhance your understanding of how and why people consider, choose, use, and evaluate goods and services. While all of us are consumers, our intuitions about our own behavior as well as that of others' are often vastly inaccurate. In this class, we will base our discussion on empirical insights and theories developed in marketing and other behavioral sciences to better predict how consumers will respond to different marketing activities.

You Should Take This Class If you:

- Want to understand mental processes and decisions along the customer journey that affect the company (e.g., attention to messages, categorization of new product offerings, attitude towards the product offering, search and information acquisition, etc.)
- Want to understand research tools that allow marketers to analyze of these processes (e.g., Zmat, perceptual map, sorting tasks, etc.)
- Want to know how to develop tools and interventions with the goal of changing consumer behavior (e.g., nudges, choice architecture, persuasion tools, etc.)
- Want to pursue a career as Customer Experience Manager, Consumer Insights Manager, Experience Consultant, Product Manager, Customer Engagement Manager; Customer Strategy Manager, Customer Marketing Manager

Instructor:

Kristin Diehl



Advertising and Social Media: Strategy & Analytics



Course Description:

Technological changes have created radically new products, disrupted markets, and revolutionized media. Advertising and social media are critical to win in this environment. This course will help students use new concepts, tools, and analytics to critique ads, create ads, evaluate effectiveness, and plan strategies in this rapidly changing environment.

You Should Take This Class If you:

- Build great brands through advertising
- Trigger buzz & virality on social media
- Analyze effectiveness and profitability of ads
- Schedule ads on traditional and social media
- Budget for advertising

Instructor:

Gerard J. Tellis

Sales Management: The Art and Science of Sales



Course Description:

This course provides detailed exposure of business to business and personal selling techniques. Emphasis is placed on understanding sales organization performance, creating a sales strategy, the planning and delivery of sales calls/presentations, and techniques to persuade people to change their opinions and beliefs in face-to-face meetings.

You Should Take This Class If you:

- Seek to become an organizational leader (President, CEO, COO, etc.) where the sales function will report to them
- Work in others areas of the organization (marketing, finance, engineering, etc.) that must interact with sales
- Are in sales and business development today or those who are considering sales as a career
- Want to start their own business
- Want to learn how to become more persuasive and better able to promote their ideas to others within their organization

Instructor:

Steven Martin

New Product Development



Course Description:

In this course, you will learn how to identify new product, service, and experience opportunities, how to generate and develop new concepts, how to test customer reactions to new product ideas and predict demand, and how to develop a marketing program for launching new products, services, and experiences. A variety of cases and examples of new product development will be analyzed in a variety of different companies and industries, including technology-based offerings, consumer goods, service and experience offerings, and entertainment. You will develop and test a new product, service, or experience idea in a hands-on group project.

You Should Take This Class If you:

- Bring the voice of the customer into the development of new products, services, and experiences
- Apply strategic analyses to identify opportunities for new products, services, and experiences
- Use creativity, collaboration with outside parties, and crowdsourcing to develop new innovations
- Test and refine new product concepts and prototypes
- Incorporate human-centered design into the development of new products, services, and experiences
- Predict the adoption and diffusion of new technologies
- Forecast the sales of new products
- Adapt products for global markets
- Develop a marketing plan for launching new products, services, and experiences

Instructor:

Dennis Schorr

Branding Strategy



Course Description:

Effective brand management is critical to maintaining the long-term viability and profitability of products and services. This course is designed to study brands and brand portfolios in a variety of industries domestically and globally so that key branding principles and frameworks can be applied to develop an effective team Brand Strategy Plan (BSP) for your final project – a deck perfect for job interviews and brand careers to come!

You Should Take This Class If you:

- Desire to become an assistant, associate or brand manager of any organization.
- Want to learn how to position your unique product or service, narrow your target audience, create a standout company personality, and position yourself as superior to the competition – all by utilizing the power of branding!
- Want to experience how guest speakers from high profile companies, such as Google, Honda Motor Company, Mattel, Nestlé Professional, Starbucks, and Uber, have developed and implemented brand strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Instructor:

Diane Badame

Marketing Channels



Course Description:

MKT 555 focuses on managerial decision making. That is, what decisions managers must make in organizing and managing channels of distribution. The class is designed for any MBA, whatever the emphasis. It is most pertinent to marketing majors and aspiring business owners.

You Should Take This Class If you:

- Want to learn basic principles of organizing and managing marketing distribution channels
- Want to apply these principles to actual firm situations
- Wish to learn, analyze, evaluate, and make decisions relating to distribution channel management

Instructor:

Gary Frazier

Marketing Strategy



Course Description:

The development and execution of successful marketing strategies are essential to capitalize on opportunities and resolve issues that challenge a variety of domestic and global business spanning multiple industries. This course is designed for students who are now seeking to expand their knowledge and capabilities in the more advanced discipline of marketing strategy and apply marketing strategy tools and frameworks in the development of a marketing strategic plan.

You Should Take This Class If you:

- Desire to become a marketing strategist, consultant or marketing manager
- Want to create imaginative and effective marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives.
- Want to experience how marketing executives from high profile companies, such as Amazon, Riot Games, Salesforce, San Diego Zoo Wildlife Alliance and Sony Pictures Entertainment have developed and implemented marketing strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Instructor:

Diane Badame

Decision Making Using Marketing Analytics



Course Description:

This course is aimed at familiarizing students with data-driven marketing strategies. The class takes a very hands-on approach with a combination of lectures, cases, and exercises. Student will be able to enhance his/her marketability as a marketing/business analyst, as well as his/her competency to interact with and manage a marketing/business analytics team.

You Should Take This Class If you:

Are interested in making intelligent and critical use of marketing data.
Students will enhance his/her marketability as

- Marketing/Business Analyst
- Consultant or Market Strategist
- Brand or Product Manager

Instructor:

Lan Luo

Fashion, Luxury and Lifestyle Marketing



Course Description:

This course is designed to develop an understanding of the principles and practices of brand management and their application in connection with the fashion, luxury goods and lifestyle marketing sectors in a global marketplace. A Team Fashion, Luxury or Lifestyle Marketing Plan (MP) Framework introduced in this course will serve as a guide in case analysis preparation and the team Marketing Plan on a selected brand or organization.

You Should Take This Class If you:

- Desire to work as a marketing, brand or digital marketing manager at a fast fashion, luxury or lifestyle company.
- Want to learn about the problems and challenges fast fashion, luxury and lifestyle brands face in this world of disruption to effectively compete based on the development of sound and strategic marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives.
- Want to experience how marketing executives from high profile companies, such as BMW Designworks, Fashionphile, Louis Vuitton, Nike, Nordstrom, and Patagonia have employed marketing strategies and techniques to increase sales and profitability and achieve sustainable, competitive advantages at their respective companies.

Instructor:

Diane Badame

CMO on Shareholder Value



Course Description:

This course is designed to give students an understanding of the role of the CMO (Chief Marketing Officer) in a variety of types of companies and industries and how he or she influences shareholder value. An integrated approach to the study of these topics within a global context will allow students to better understand key issues CMOs are facing. Additionally, within each topic, a number of sub-topics will also be explored and examined each week before CMOs speak about relevant issues they are challenged with and how they are addressing them within their organizations. The objective of the final CMO project is to have students identify and evaluate commonly held topics that CMOs in a given company are most challenged with every day in their positions and then prioritize what recommendations they suggest the CMO of the selected company should work on first to increase shareholder value.

You Should Take This Class If you:

- Want to learn about the hot buttons of CMO's and what keeps them up at night to include topics such as 1) Personalizing the Customer Experience, 2) The Importance of Brand Purpose, 3) Changing Perceptions to Driving Digital Transformation, 4) Product and Portfolio Management, including Brand Management, 5) Planning and Measurement – Contribution to the Bottom Line and 6) New Product Development (NPD) and Innovation.
- Want to experience first-hand knowledge and expertise from CMO's from companies such as Cedars-Sinai, Hyperloop Transportation Technologies, Inc., Paramount+, International, PwC, RoC Skincare, as they share in class the marketing strategies and techniques they have employed to be successful.

Instructor:

Diane Badame