

MARKETING EMPHASIS WORKSHOP

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Associate Professor of Clinical Marketing
February 5, 2024

Marketing Emphasis

- For Marshall students
- Requirements to declare:
 - Sophomore standing or higher
 - At least one semester in residence at USC completed
 - Completion of BUAD 307
- Choice of 12 units of upper division MKT courses



Choose Any Three...

MKT 402

**Introduction to
Marketing
Analytics**

MKT 404

**Happiness and
Wellbeing in the
Marketplace**

MKT 405

**Marketing
Communication
and Promotion**

MKT 406

**Practicum in
Mktg Comm and
Promotion
Design**

MKT 410

**Professional
Selling**

MKT 415

**Sales Force
Management**

MKT 425

**Digital Marketing
Fundamentals**

MKT 428

**Social Media
Strategy for
Business**

MKT 430

**Omnichannel
Retail Strategy**

MKT 445

**New Product
Development and
Branding**

MKT 446L

**Practicum in New
Product
Development**

MKT 450

**Consumer
Behavior and
Marketing**

MKT 461

**Marketing
in the
Entertainment
Industry**

MKT 463

**Pricing
Strategies**

MKT 465

**Multicultural
Marketing**

MKT 470

**Marketing
Research for
Consumer Insights**

MKT 488

**Marketing
Capstone:
From Strategy to
Execution**

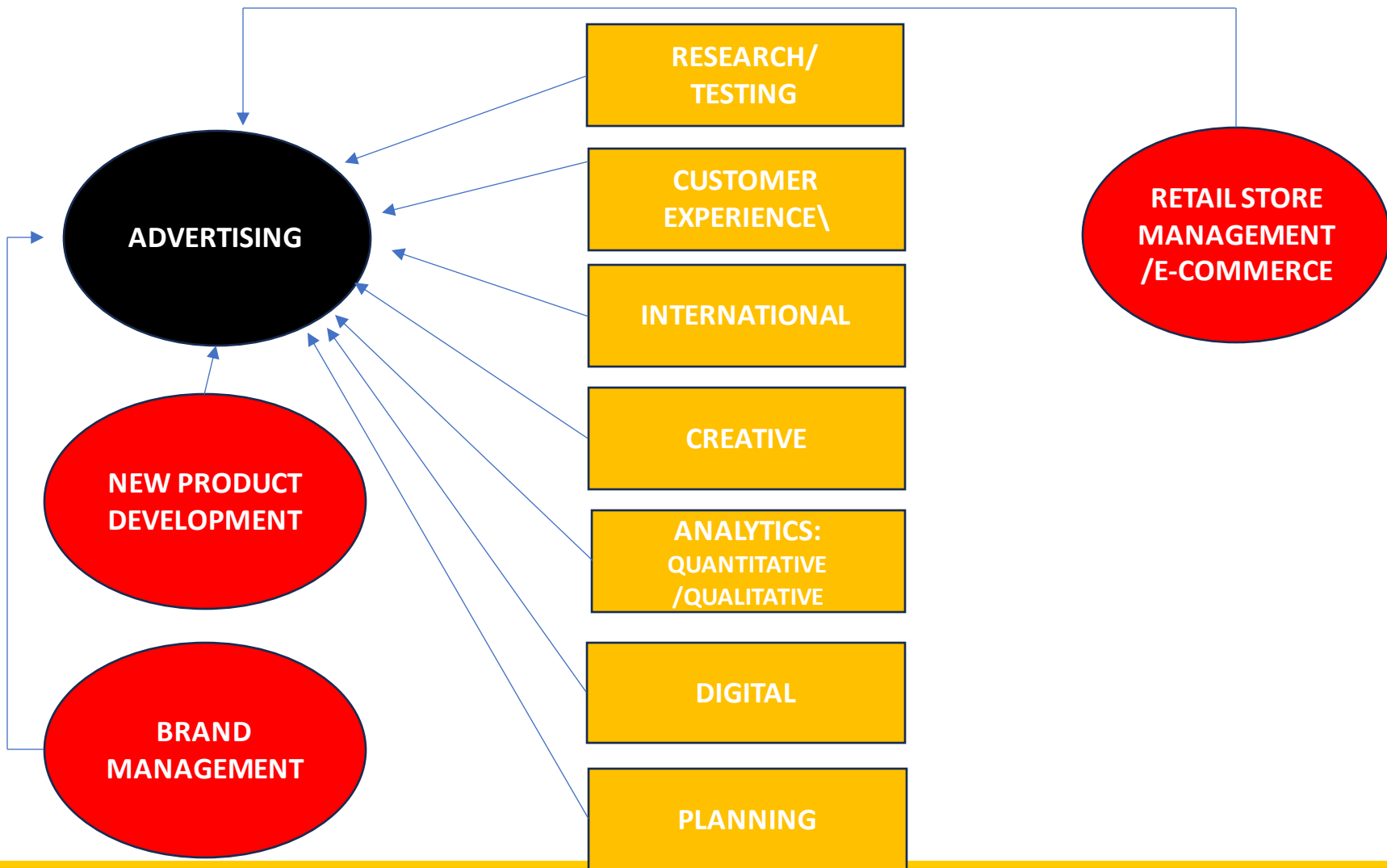
MKT 499

Special Topics

Some Marketing Careers



Advertising

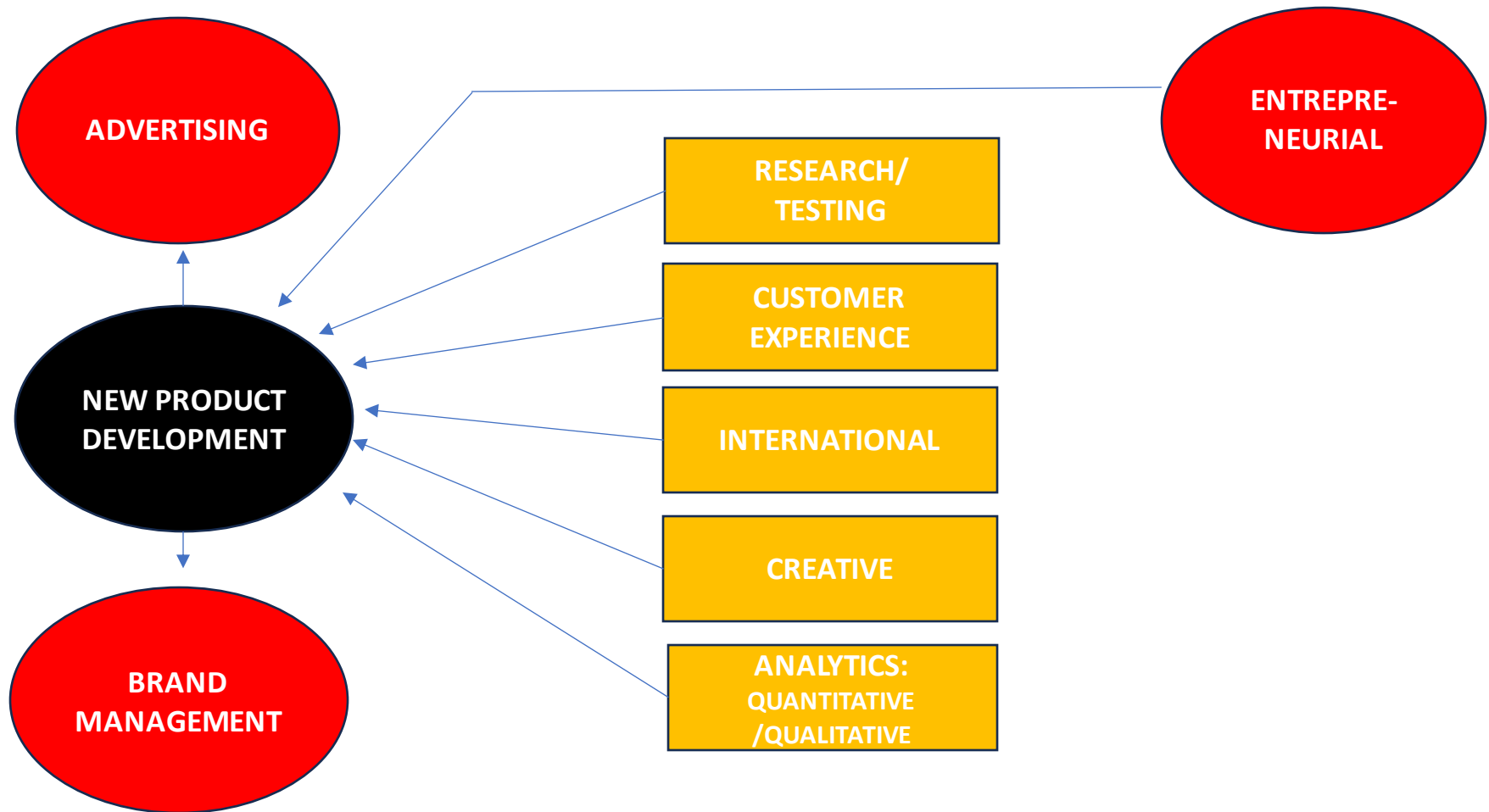


Advertising

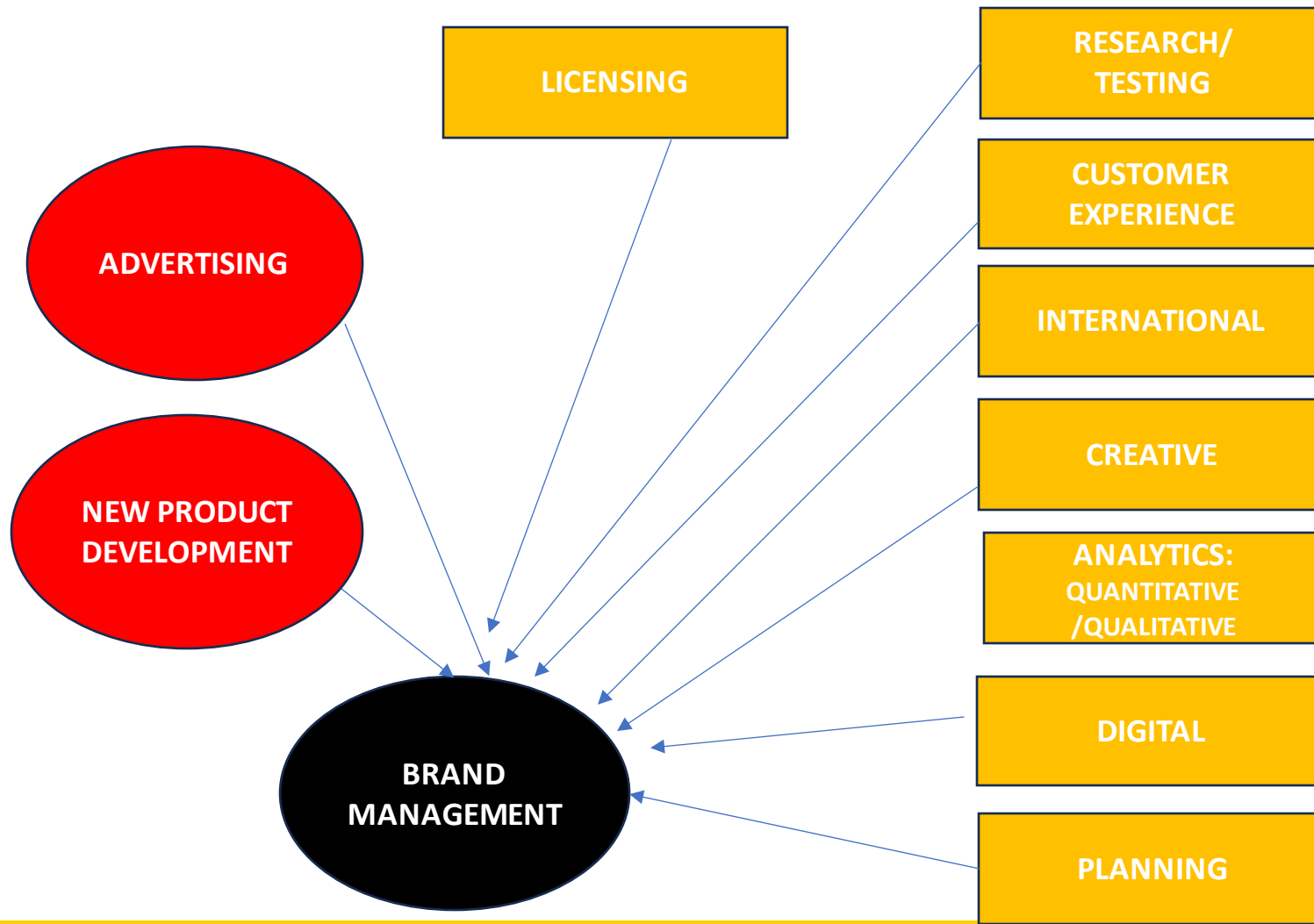
- Settings
 - In-house
 - External
 - Focus
 - Creative
 - Planning
 - Approaches
 - Traditional
 - Digital/interactive
- Often rather competitive
 - Experience in research or sales is often desirable



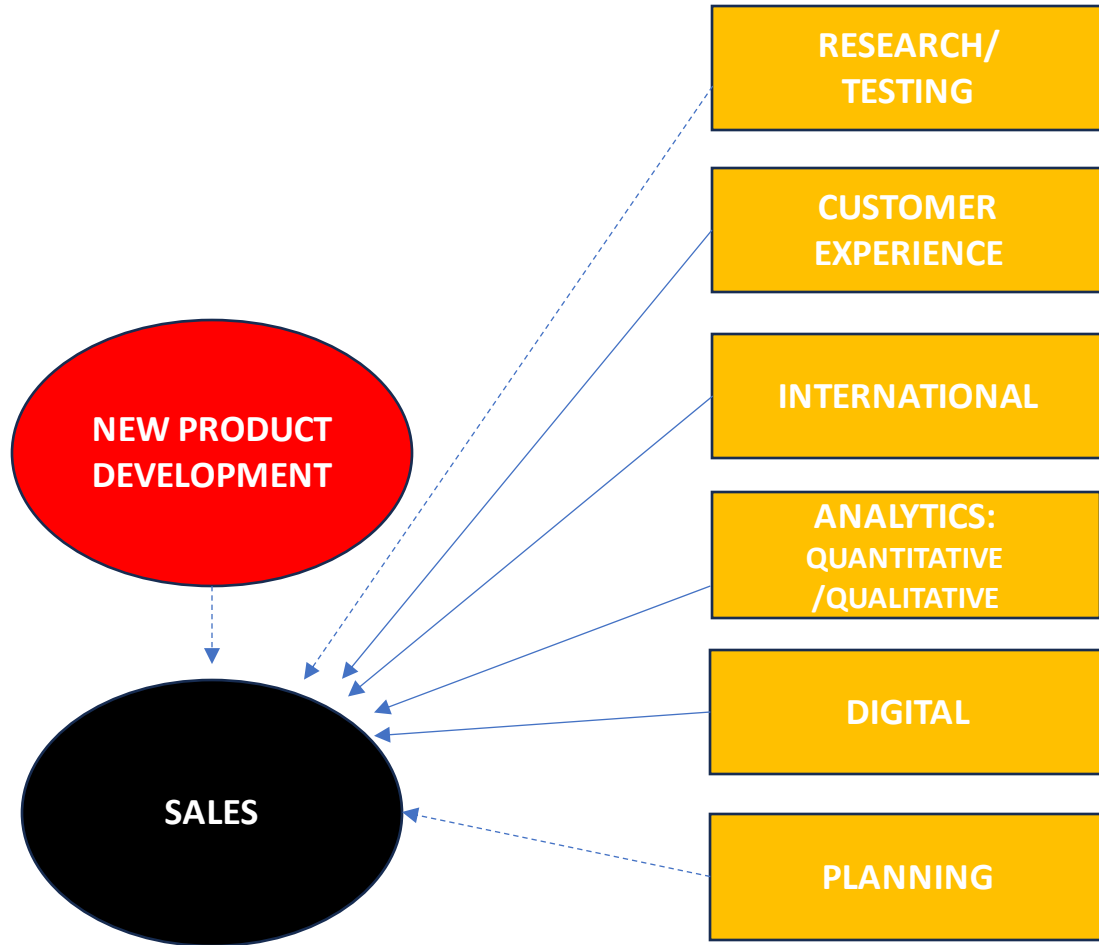
New Product Development



Brand Management



Sales and Sales Force Management

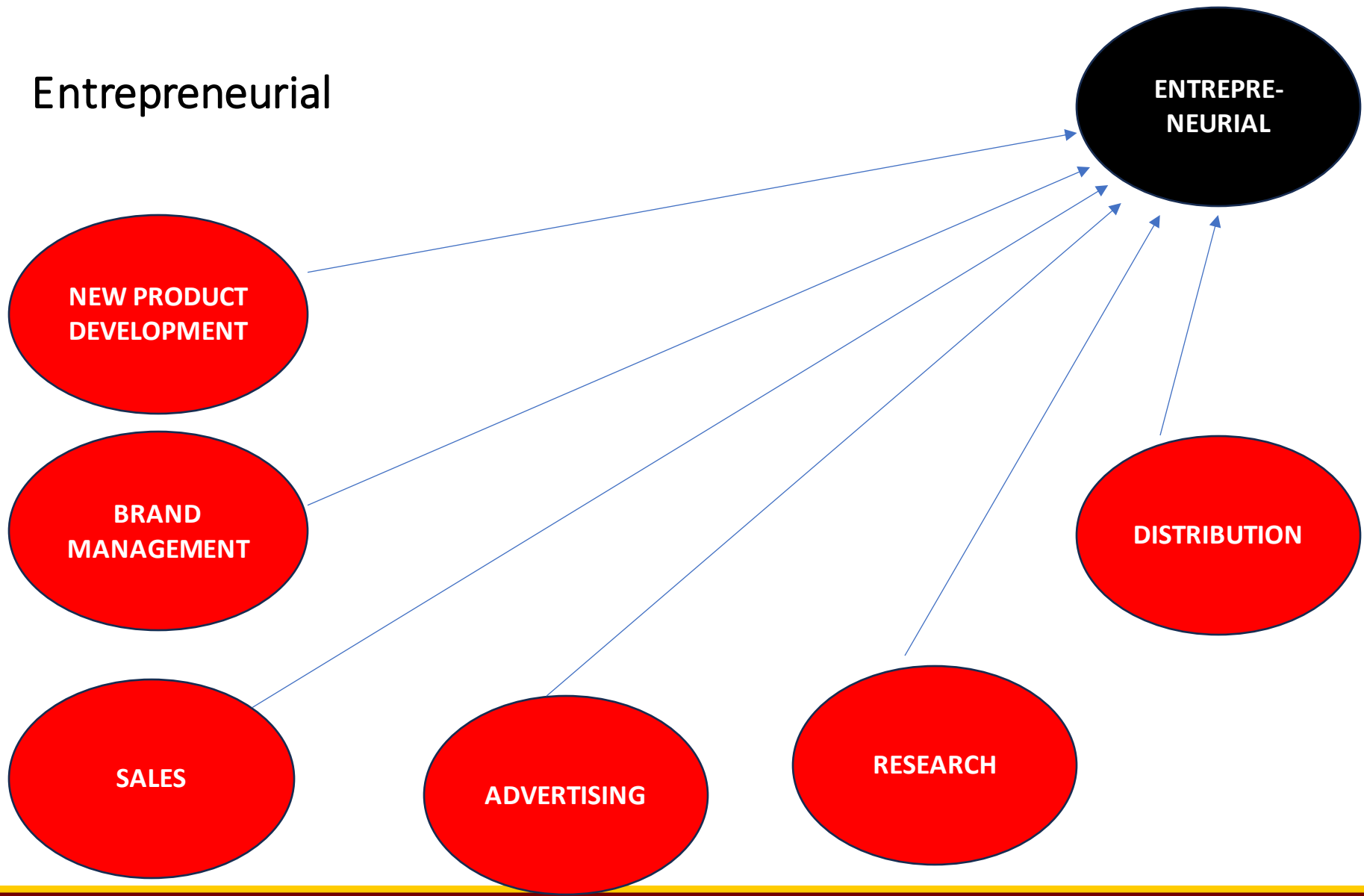


Sales

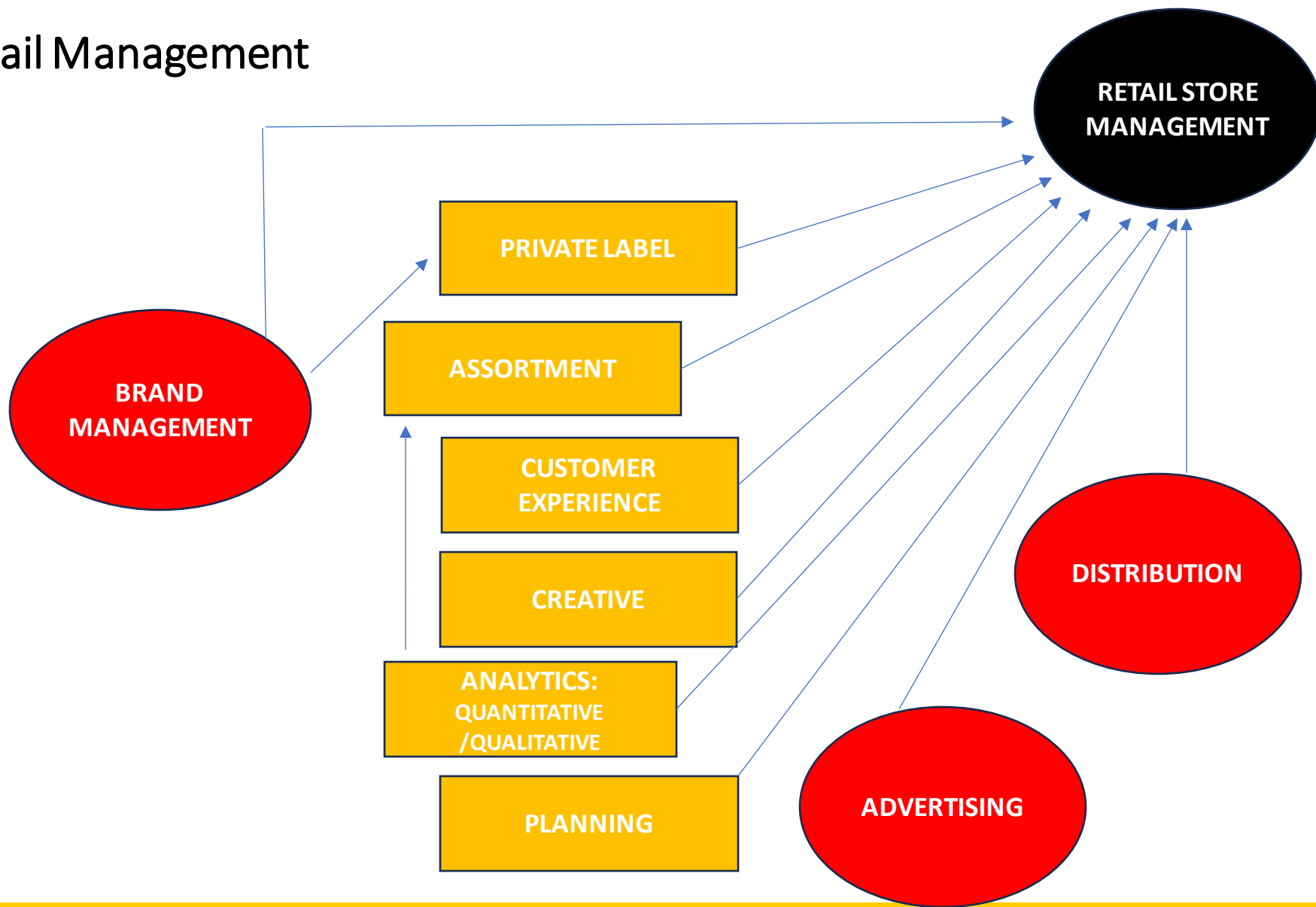
- Often desirable as experience before other marketing careers—valuable experience interacting with customers
- Strong “people” skills are useful
- May be commission or straight salary
- Approaches
 - Account maintenance
 - New customer development



Entrepreneurial



Retail Management

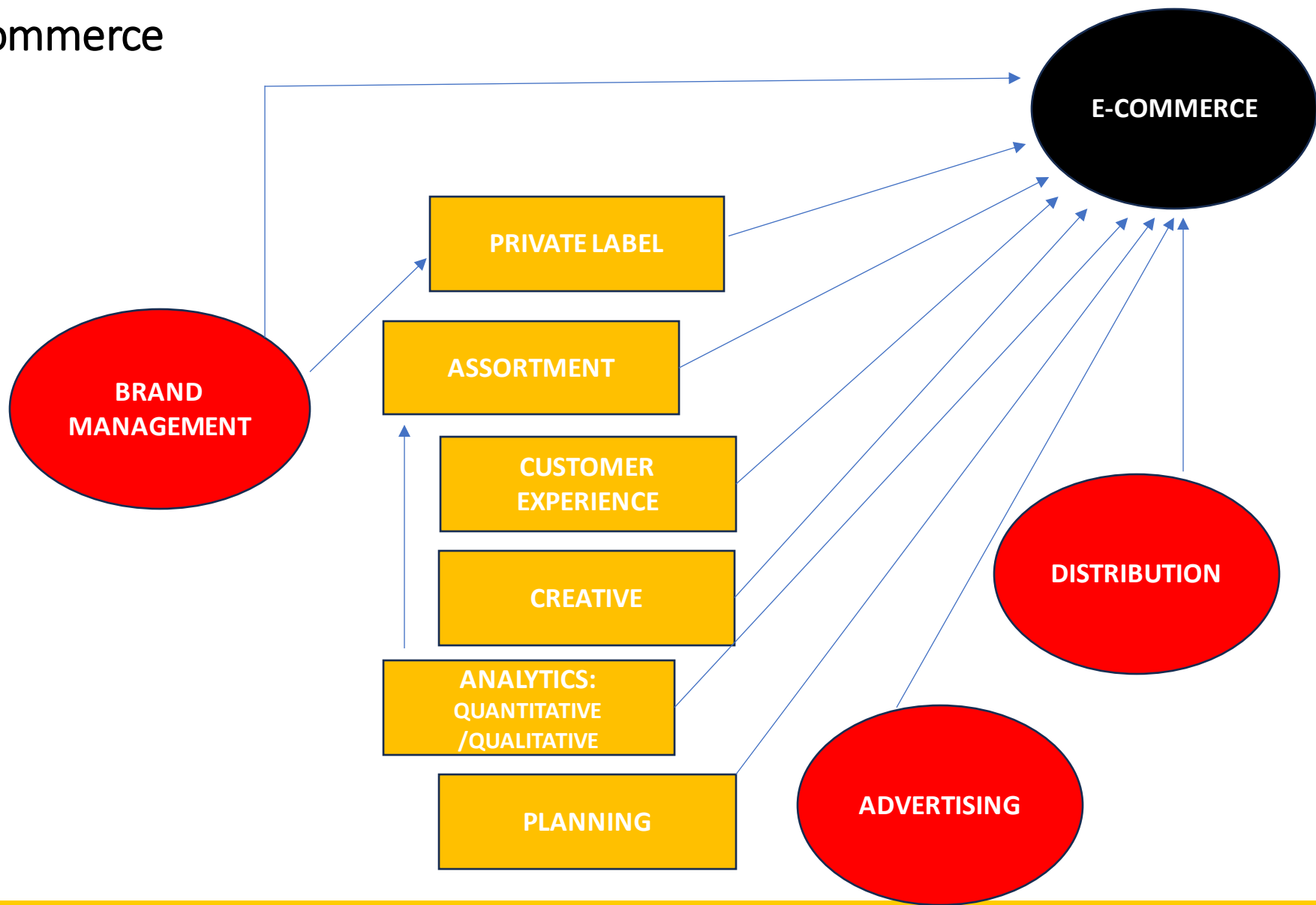


Retail Store Management

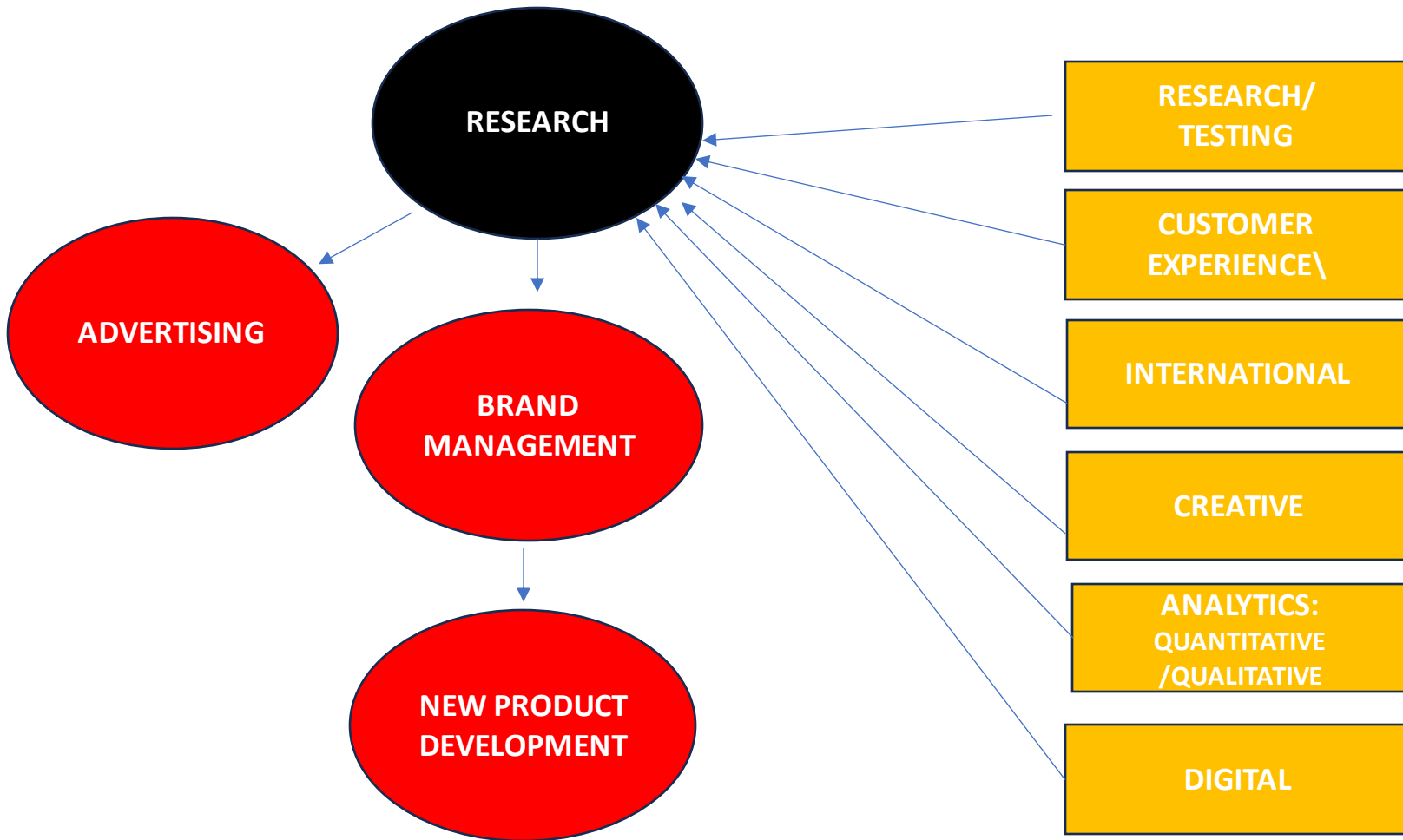
- Levels
 - Chain
 - Brand management
 - Assortment and possible private label brands
 - Growth planning and site selection
 - Store
 - Often heavily focused on management of people



E-commerce



Market Research



Market Research

- Setting

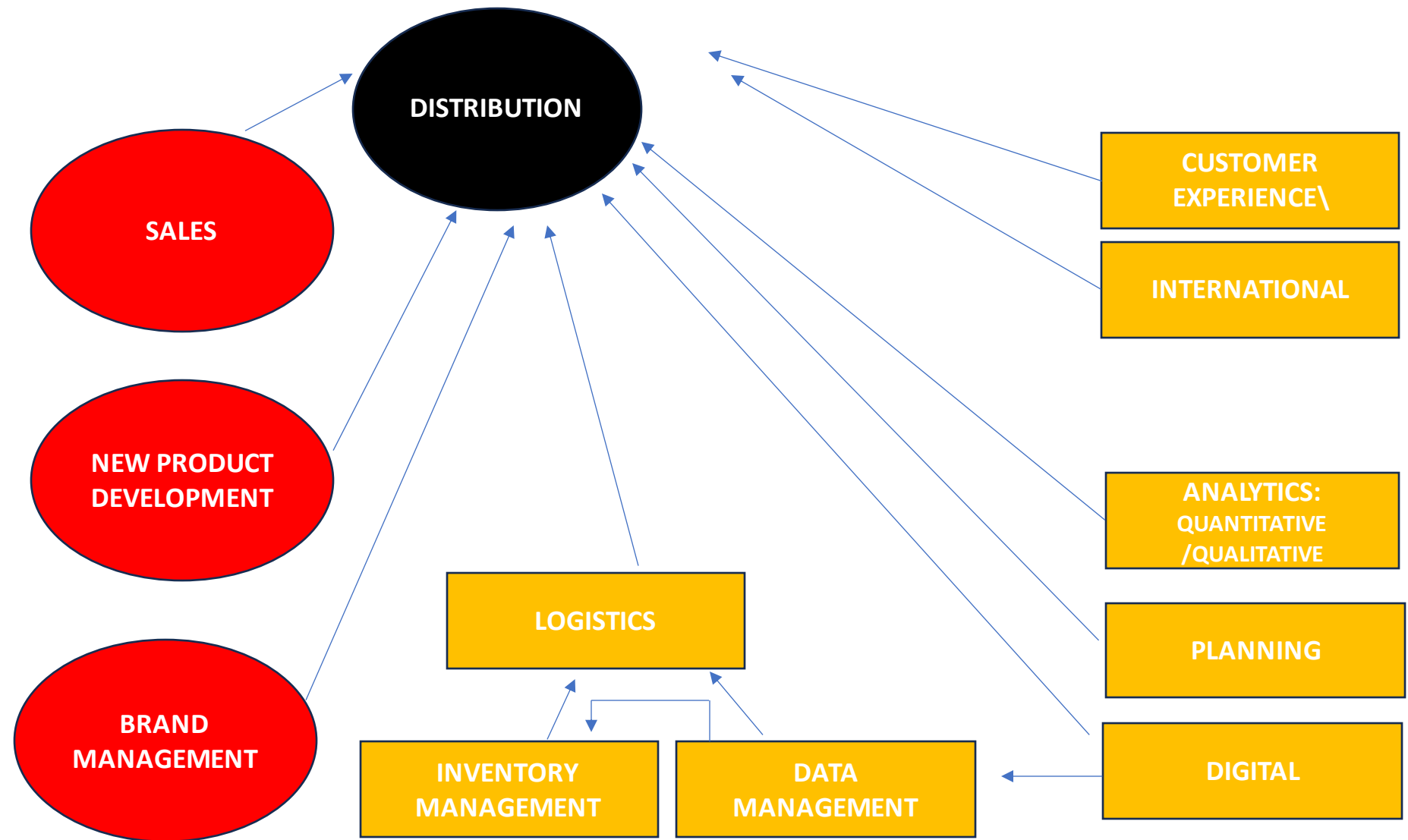
- In-house
- Outside
 - Support of smaller firms
 - Focus on specific methods or approaches



- Emphasis

- Quantitative
 - Traditional
 - Analytics
 - Digital
 - Other metrics
 - Hybrid
- Qualitative
 - Traditional
 - “Retail anthropology”
 - Customer Experience

Distribution



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**Marketing
Capstone:
From Strategy to
Execution**

MKT 499

Special Topics

Marketing Career Paths	Employers	Examples
Marketing/Brand Manager	Any Industry or Company (Originally Consumer Packaged Goods: CPG)	Procter & Gamble, Unilever, Nestle, Coca-Cola, PepsiCo, Red Bull, General Mills, Disney, NBCUniversal, L'Oreal, Sketchers
Advertising & Promotion	Agencies or In-house, Digital & Social Media	RPA, CAA, Saatchi & Saatchi, Davis Elen, 72 & sunny, Razorfish, Facebook, Snap Chat
Consumer Insights/ Behavior	Research or Advertising Firms & Agencies, In-house	Nielsen, Lieberman, Disney, Belkin, Mars, MediaCom, Lunch Box, IPG Media Brands
Sales & Retail Management	CPG, Retailers, B:B	Mondelez, Gallo, Nestle, Johnson & Johnson, Altria, Macy's, VISA
New Product Development or Licensing	<u>Product Development:</u> Any Industry or Company <u>Licensing:</u> Entertainment, Toys, Technology Firms, CPG Fashion, etc.	Disney, ABC, NBC, Universal, Warner Bros., Sony, Paramount, Dream Works, The Honest Company, Mars, Netflix, HomeGoods, Bebe, JCrew
Professor	Any Higher Education Institution Globally	USC and not...
Entrepreneurs	Yourself	

Choosing a MKT Elective Summary

Career Paths	Foundational Elective	Additional Elective Choices (and/or)
Brand/Marketing	MKT 445 or 488	MKT 465, for B:B MKT 410, Advertising & Promotion Class
Global Marketing	MKT 465	MKT Management Class Advertising & Promotion Class
Advertising & Promotion	MKT 405	Digital or Effective Advertising MKT 406 Practicum Marketing Research Class
Consumer Insights or Market Research	MKT 402	MKT 450, 499 Consumer Behavior Advertising & Promotion Class
Customer Experience	MKT 450	MKT 402 Digital Marketing Class
Professional Sales	MKT 410	MKT 415, MKT 430
New Product Development & Licensing	MKT 445	Practicum MKT 446, MKT 488 Marketing Research Class
Academia	MKT 450 and 402	BUAD 493/494 (by invitation)

INTRODUCTION TO MARKETING ANALYTICS (ANALYSIS OF QUANTITATIVE MARKETING DATA)

You Should Take This Class If:

- You want to develop analytical skills in conducting market research, especially in the digital environment
- You want to understand and predict customer behavior to improve marketing effectiveness



CONSUMER
INSIGHTS/
BEHAVIOR

MARKETING/
BRAND
MANAGER

Selected Employers

Google

nielsen



P&G

facebook



HAPPINESS AND WELLBEING IN THE MARKETPLACE

You Should Take This Class If You Are Interested in:

- Analyzing and assessing the effects of various products (e.g., social media) and marketing communications (e.g., Dove Real Beauty) on consumer happiness and wellbeing.
- Developing marketing strategies that will generate profit and increase consumer happiness and wellbeing

Selected Employers

MARKETING
STRATEGIST

SOCIAL MARKETER



nielsen



RESEARCHER

CONSUMER
INSIGHTS/
BEHAVIOR

MARKETING/
BRAND
MANAGER



MKT 405

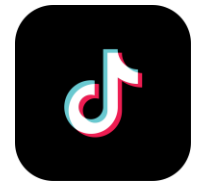
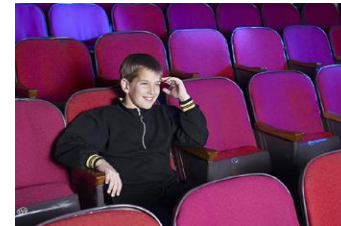
MARKETING COMMUNICATION AND PROMOTION STRATEGY

Selected Employers

You Should Take This Class If:

- You are interested in understanding how to achieve marketing objectives with an integrated strategy for advertising, promotion, media, and creative
- You want the skills to develop appealing campaigns and measure their success

Prerequisite: BUAD 307 or COMM 200 or COMM 302



CONSUMER
INSIGHTS/
BEHAVIOR

GLOBAL
MARKETING
MANAGEMENT

ADVERTISING &
PROMOTION

MKT 406

PRACTICUM IN MARKETING

COMMUNICATION & PROMOTION STRATEGY

You Should Take This Class If:

- You are interested in hands on development of an integrated marketing campaign for a client from research to pitch to execution
- You want experience working in an agency environment
- You want to build your portfolio



Selected Employers



PROFESSIONAL SELLING

You Should Take This Class If:

- You are interested in finding out how you can help fulfill customers' needs
- You want the skills develop satisfy customers and develop long term relationships

Prerequisite: BUAD 307. Open only to sophomores, juniors and seniors.



**SALES & RETAIL
MANAGEMENT**

**MARKETING/
BRAND
MANAGER**

Selected Employers



E&J Gallo Winery



SALES FORCE MANAGEMENT

You Should Take This Class If:

- You are interested managing salespeople
- You are interested in supervising others.



Selected Employers



E&J Gallo Winery



**SALES & RETAIL
MANAGEMENT**

**MARKETING/
BRAND
MANAGER**

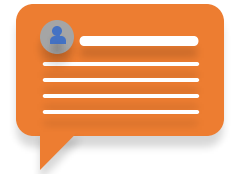


Are You Ready for a Career in Digital Marketing?

Learn How to Effectively Use Top Digital Platforms for Business

Leverage Digital Marketing Tools to Transform your Career

Create Digital Strategy & Content for a Real Client



SOCIAL MEDIA STRATEGY FOR BUSINESS

You Should Take This Class If You Want To:

- 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

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 to critique and create ads, evaluate their effectiveness, analyze data, and design strategies to win in this rapidly changing environment.



OMNICHANNEL RETAIL STRATEGY

E-COMMERCE

You Should Take This Class If:

- You are interested in a career in retailing, wholesaling, e-commerce
- Understand the dynamics of supplier relationships
- Learn about store design and management

Prerequisite: BUAD 307



Selected Employers

Mondelēz
International



E&J. Gallo Winery

Johnson+Johnson
Family of Companies

VISA

SALES & RETAIL
MANAGEMENT

DISTRIBUTION AND
SUPPLY CHAIN
MANAGEMENT

NEW PRODUCT DEVELOPMENT AND BRANDING

You Should Take This Class If:

- You are interested in understanding how to grow and manage strong brands
- You want the skills to create and develop new products



Selected
Employers



MARKETING/
BRAND
MANAGER

NEW PRODUCT
DEVELOPMENT
OR LICENSING

CONSUMER BEHAVIOR AND MARKETING

You Should Take This Class If:

- You are interested in how to get through to consumers suffering from information overload
- You are interested in how consumers make decisions



Selected Employers

nielsen

Disney

belkin

IPG MEDIABRANDS

MARKETING/
BRAND
MANAGER

CONSUMER
INSIGHTS/
BEHAVIOR

MARKETING IN THE ENTERTAINMENT INDUSTRY

You Should Take This Class If:

- You are interested in understanding the business of creating and marketing entertainment blockbusters such as *Beauty and the Beast*, *Star Wars*, and *Game of Thrones*.
- You want the skills to enter a major movie studio or network that require an understanding of target audience selection, story development, positioning, distribution, advertising, publicity and total franchise management.

Prerequisite: None. BUAD 307 is waived.



NBCUniversal



FILM/TV
MARKETING
MANAGER

CONSUMER
PRODUCTS MANAGER

PRODUCER, DIRECTOR, SCREENWRITER

MULTICULTURAL MARKETING

You Should Take This Class If:

- You are interested in understanding how culture affects consumer values, priorities, preferences, and decisions.
- You want the skills to succeed in an international environment.



Selected Employers



MARKETING/
BRAND
MANAGER

GLOBAL
MARKETING
MANAGEMENT

MARKETING CAPSTONE: FROM STRATEGY TO EXECUTION

You Should Take This Class If:

- You want to develop the ability to conduct in-depth analysis of real-world situations.
- You want to sharpen critical thinking, communication, and managerial skills.
- You want to prepare yourself for an entry-level marketing job as well as higher level jobs such as a marketing manager position or an entrepreneur.

Prerequisite: BUAD 307 or MKT 385x



Selected
Employers



MARKETING/
BRAND
MANAGER

NEW PRODUCT
DEVELOPMENT
OR LICENSING

MKT 499

MARKETING IN THE GAMING INDUSTRY

You Should Take This Class If:

- Learn about the function of gaming for key entities in the gaming ecosystem, such as games developers and publishers, tech and distribution platforms, gaming-centered brands. Understand the unique nature of gaming marketing as an equal combination of arts and science
- Analyze current trends and opportunities in the gaming industry
- Explore Streaming and Content Creators ecosystem, including esports

Prerequisite: BUAD 307

Selected Employers & Guest Speakers



**Customer
Insights**

**Marketing
Strategy**

**Brand
Management**

**New Product
Development**

MKT 499- User Experience (UX) And Design for Marketing

There is a Growing Demand for UX Designers!

In this course, students will learn how to:

- Utilize design thinking process to empathize with users and ideate solutions to problems
- Apply UX concepts to design website and mobile app prototypes for real client
- Optimize UX across devices, with usability studies to test prototypes with real users



Marketing Electives Advisor

Lars Perner, Ph.D.

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Cell: (213) 304-1726

perner@marshall.usc.edu

Spring, 2024 office hours:

Monday, 6:00-7:00 p.m.

Tuesday, 11:00-12:30 p.m.

Wednesday, 1:00-2:30 p.m.

And by appointment and walk-in

<https://usc.zoom.us/my/larsperner?pwd=SUdzMTRuWklvUGFxVGhUcnVjK1c0dz09> Code:
[151639](#)