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 446L Multicultural Marketing
- MKT 446L Pricing Strategies
- MKT 450 Consumer Behavior and Marketing
- MKT 461 Marketing in the Entertainment Industry
- MKT 463 Pricing Strategies
- MKT 465 Multicultural Marketing
- MKT 465 Marketing in the Entertainment Industry
- MKT 470 Marketing Research for Consumer Insights
- MKT 488 Marketing Capstone: From Strategy to Execution
- MKT 499 Special Topics
Some Marketing Careers

ADVERTISING

NEW PRODUCT DEVELOPMENT

SALES

RESEARCH/TESTING

CUSTOMER EXPERIENCE

INTERNATIONAL

CREATIVE

ANALYTICS: QUANTITATIVE/QUALITATIVE

DIGITAL

PLANNING

ENTREPRENEURIAL

RETAIL STORE MANAGEMENT/E-COMMERCE

RESEARCH

DISTRIBUTION

USC Marshall
School of Business

University of Southern California
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

- Advertising
- Brand Management
- New Product Development
- Entrepreneurial
- Research/Testing
- Customer Experience
- International
- Creative
- Analytics: Quantitative/Qualitative
Brand Management

- Licensing
- Research/Testing
- Customer Experience
- International
- Creative
- Analytics: Quantitative/Qualitative
- Digital
- Planning

- Advertising
- New Product Development
- Brand Management
Sales and Sales Force Management

- NEW PRODUCT DEVELOPMENT
- RESEARCH/TESTING
- CUSTOMER EXPERIENCE
- INTERNATIONAL
- ANALYTICS: QUANTITATIVE/QUALITATIVE
- DIGITAL
- PLANNING
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

- NEW PRODUCT DEVELOPMENT
- BRAND MANAGEMENT
- SALES
- ADVERTISING
- RESEARCH
- DISTRIBUTION
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
Market Research

- Research
  - Advertising
  - Brand Management
  - New Product Development
  - Research/Testing
  - Customer Experience
  - International
  - Creative
  - Analytics: Quantitative/Qualitative
  - Digital
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
Marketing Emphasis

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### Marketing Career Paths

<table>
<thead>
<tr>
<th>Marketing Career Paths</th>
<th>Employers</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Marketing/Brand Manager</td>
<td>Any Industry or Company (Originally Consumer Packaged Goods: CPG)</td>
<td>Procter &amp; Gamble, Unilever, Nestle, Coca-Cola, PepsiCo, Red Bull, General Mills, Disney, NBCUniversal, L’Oreal, Sketchers</td>
</tr>
<tr>
<td>Advertising &amp; Promotion</td>
<td>Agencies or In-house, Digital &amp; Social Media</td>
<td>RPA, CAA, Saatchi &amp; Saatchi, Davis Elen, 72 &amp; sunny, Razorfish, Facebook, Snap Chat</td>
</tr>
<tr>
<td>Consumer Insights/ Behavior</td>
<td>Research or Advertising Firms &amp; Agencies, In-house</td>
<td>Nielsen, Lieberman, Disney, Belkin, Mars, MediaCom, Lunch Box, IPG Media Brands</td>
</tr>
<tr>
<td>Sales &amp; Retail Management</td>
<td>CPG, Retailers, B:B</td>
<td>Mondelez, Gallo, Nestle, Johnson &amp; Johnson, Altria, Macy’s, VISA</td>
</tr>
<tr>
<td>Professor</td>
<td>Any Higher Education Institution Globally</td>
<td>USC and not...</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>Yourself</td>
<td></td>
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</tbody>
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## Choosing a MKT Elective Summary

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

Selected Employers

Google
Nielsen
Amazon
P&G
Facebook
Activision

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MKT 404

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

RESEARCHER

MARKETING/ BRAND MANAGER

CONSUMER INSIGHTS/ BEHAVIOR

nielsen

Happy at Work

Disney
MKT 405
MARKETING COMMUNICATION AND
PROMOTION STRATEGY

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
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

72andSunny
rpa
OMD
Ogilvy & Mather
MEDIACOM
MINDSHARE
WASSERMAN
pmk:bnc

MEDIA PLANNER
COPYWRITER OR ART DIRECTOR
CONSUMER INSIGHTS RESEARCHER
ACCOUNT COORDINATOR OR ACCOUNT PLANNER
MKT 410
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 to develop to satisfy customers and develop long term relationships

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

Selected Employers

Mondelez International
E&J Gallo Winery
Johnson & Johnson
VISA

SALES & RETAIL MANAGEMENT
MARKETING/ BRAND MANAGER
MKT 415
SALES FORCE MANAGEMENT

You Should Take This Class If:

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

Selected Employers

Mondelez International
E&J Gallo Winery
Johnson & Johnson
VISA

USC Marshall
School of Business
University of Southern California
Are You Ready for a Career in Digital Marketing?

MKT 425 Digital Marketing

Learn How to Effectively Use Top Digital Platforms for Business

Create Digital Strategy & Content for a Real Client

Leverage Digital Marketing Tools to Transform your Career
MKT 428
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.
MKT 430
OMNICHANNEL RETAIL STRATEGY

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

Mondelez International
E&J Gallo Winery
Johnson & Johnson
VISA

USC Marshall
School of Business
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
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
MKT 461
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.
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.
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

RIOT GAMES
Apple
Google
Amazon
BLIZZARD
YouTube
Meta

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

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Hoffman (HOH) 603
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=SUdzMTRuWklvUGFxDVZhUcnVjK1c0dz09_Code: 151639