

USC Marshall
School of Business

Marketing Department

Fall 2024 ELECTIVE COURSES



FALL 2024 ELECTIVE COURSES

| Course # | Units | Course Title | Section # | Time | Days | Instructor |
|----------|-------|---|-----------|--------------|------|----------------|
| 512 | 3 | Consumer Insights and Analysis | 16522R | 3:30-4:50pm | TTH | Vincent |
| 525 | 3 | Consumer Behavior | 16525R | 2-3:20PM | TTH | Diehl |
| 528 | 3 | Sales Management:The Art and Science of Sales | 16528R | 6:30-9:30pm | H | Simons |
| 530 | 3 | New Product Development | 16530R | 6:30-9:30pm | T | Schorr |
| 533 | 1.5 | Branding Strategy and Management | 16531R | 5-6:20pm | MW | Badame |
| 551 | 3 | From Strategy to Execution: User Experience (UX) and Design | 16534R | 12:30-1:50pm | TTH | Schiele |
| 560 | 3 | Marketing Strategy | 16568R | 3:30-4:50pm | MW | Priester |
| | | | 16545R | 6:30-9:30pm | M | Priester |
| 566 | 3 | Decision Making Using Marketing Analytics | 16547R | 2-3:20pm | MW | Luo |
| | | | 16550R | 12:30-1:50pm | MW | Luo |
| | | | 16564R | 12:30-1:50pm | TTH | Proserpio |
| | | | 16566R | 12:30-3:30pm | SAT. | Schorr |
| 568 | 3 | Geographic Information Systems Applications in Marketing | 16551R | 6:30-9:30pm | W | Burgos/Wellman |
| 586 | 3 | Fashion, Luxury and Lifestyle Marketing | 16549R | 6:30-9:30pm | M | Badame |
| 589 | 1.5 | The CMO and Shareholder Value | 16548R | 5-6:20pm | MW | Badame |
| 599 | 3 | Marketing Digital Platforms: Blending Strategy with Tactics | 16562R | 6:30-9:30pm | T | Proserpio |



Customer Insights and Analysis



Course Description:

Step into the realm of Customer Insights and Analysis, a pivotal course blending rigorous field research with the latest in analytical tools. An ideal course for MBAs as well as specialized Masters programs in Marketing and Business Analytics, MKT 512 revolves around a capstone project that simulates real-world market research, offering you the chance to conduct in-depth qualitative field work, analyze first-party customer data, and implement quantitative surveys. You'll emerge with the skills to extract meaningful insights from complex data, inform strategic decisions, and drive customer-centric business success. Join us to turn theory into practice and data into decisions, laying a robust foundation for your future in any data-intensive profession.

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

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: Meg Simons

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 want to:

- 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 and Management



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, Starbucks, and Uber, have developed and implemented brand strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Instructor: Diane Badame

From Strategy to Execution: User Experience (UX) and Design



Course Description:

Explores the dynamic relationship between user experience (UX) and marketing strategy. Students utilize UX design principles to address product and marketing challenges.

You Should Take This Class If you:

- Want a more Comprehensive Understanding of User Experience in order to create more engaging interactions with customers. In this course, students will learn strategies to enhance product and service design, leading to improved customer satisfaction, retention rates and long-term profitability.
- Want to Apply UX Concepts to Real Client Projects. Using the design thinking process, we will re-design a product, experience, and user-interface for a company. This project will take students through each step: from user research and usability testing to wireframing and prototyping. Student will also improve their project management skills as they plan and organize deliverables to present to the clients.
- Want to learn more about UX Career Opportunities. As companies increasingly prioritize UX, professionals with expertise in this area are in high demand. Taking a UX course can open various career opportunities, from UX design and research roles to product management and marketing positions. In this course we will meet with professionals from different areas, so students can see the application of UX principles in current industry practices.

Instructor: Kristen Schiele

Marketing Strategy



Course Description:

Why did Apple discontinue its plans to enter the EV market? How did Netflix defend its position against fierce competition? When, why, and how is it advantageous to launch a new product versus modify an existing one? Marketing Strategy is a skill that helps address these and other business situations. To develop this skill, this course is taught through a highly interactive Marketing Strategy simulation. Student teams are responsible for a company in a simulated industry in which teams compete against one another. Through the simulation, students are able to actively develop and practice key concepts that will give them a competitive edge in not only marketing, but other related careers such as consulting and finance.

You Should Take This Class If you:

- Are interested in contemporary business.
- Are interested in careers in marketing, consulting, and/or finance.
- 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.

Instructor: Joseph Priester

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. Students will be able to enhance their marketability as a marketing/business analyst, as well as their 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 their marketability as a

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

Instructors: Lan Luo/Davide Proserpio/Dennis Schorr

Geographic Information Systems Applications in Marketing Strategy



Course Description:

This course offers an introduction to the fundamentals of Geographic Information Systems and location analytics as they relate to decision-making in Marketing Strategy. In this course, you will engage in lab-based synchronous sessions, where you will experiment hands-on with GIS software to address specific marketing challenges. Utilizing spatial thinking, you will explore specific, marketing-related applications of GIS platforms such as ESRI Tapestry, ArcGIS Online, Business Analyst, as well as open-source GIS platforms such as QGIS. This course will also cover how GIS data are gathered, void analysis frameworks for marketing decision-making using GIS data, ESG analyses and real-world applications, and the relationship between digital/mobile marketing, social media, and GIS models. You will have many opportunities to discuss real-world marketing applications of GIS data at various multi-national firms across many industries, in both corporate and entrepreneurial contexts.

You Should Take This Class If you:

- Want to strengthen your data-driven decision-making skills in Marketing.
- Want to learn how to create a data-driven Marketing Plan that leverages location analytics and other cutting-edge data sources.
- Wish to develop and execute digital marketing (geo-targeted) plans based on spatial thinking and GIS data analytics.
- Would like to learn how to segment consumers using GIS data to develop highly targeted marketing strategies.
- Would like to address specific marketing challenges by leveraging location analytics across a variety of industries.

Instructors: Miriam Burgos and Beth Wellman

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

Marketing Digital Platforms: Blending Strategy with Tactics (New Offering!)



Course Description:

In today's interconnected world, digital platforms like Amazon, Airbnb, Google, and Uber are not just technology products but core business models that drive the modern economy. This course is designed to equip students with the theoretical insights and practical skills needed to be Product Managers, Product Marketing Managers, and Chief Marketing Officers in such firms. The course will help you understand, evaluate, and implement strategic choices you to thrive in these roles in the face of the rapidly evolving competitive landscape of digital platforms. After taking this class, you will be able to answer questions like: How do platforms ensure trust and safety among its consumers? How can platforms leverage consumer-generated reviews to improve their products and services? How do platforms recommend products or services to their consumers? How do review platforms like deal with customer review manipulation? How do platforms set prices in a dynamic environment? Should we regulate platforms like Airbnb and Uber?

You Should Take This Class If you:

- Want to learn how to design successful digital platforms by analyzing the marketing challenges that affect platforms and their design.
- Want to learn how to identify and analyze strategies used by digital platforms.
- Want to learn how to analyze real-world data and develop skills (machine learning, text mining, predictive modeling, etc.) that will allow you to solve problems in dynamic pricing and monetization, consumer trust and reputation systems, bias and discrimination, and platform manipulation and fraud (e.g., fake reviews)?
- Want to learn about platform externalities, policies, and regulations.

Instructor: Davide Proserpio