

USC Marshall
School of Business

Marketing Department

Fall 2026 ELECTIVE COURSES



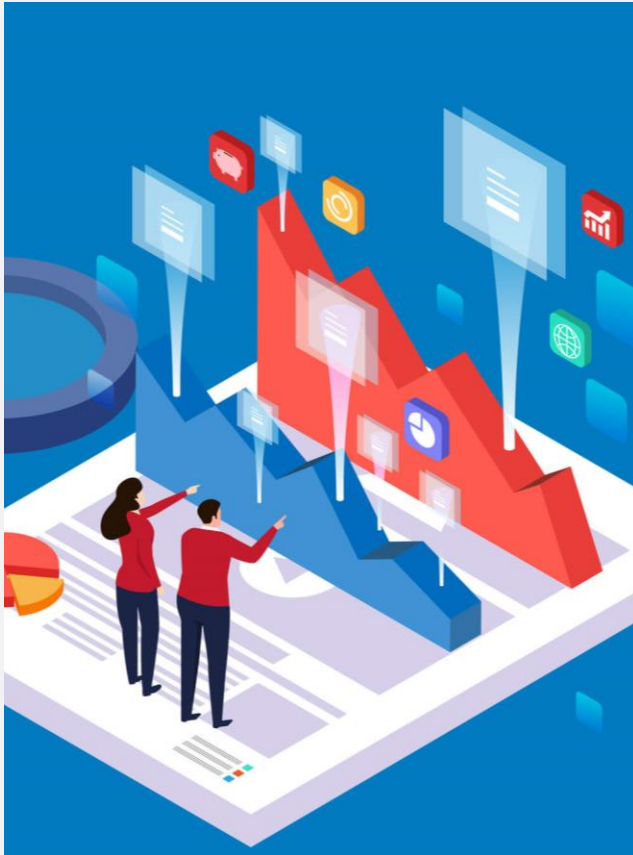
FALL 2026 ELECTIVE COURSES

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512	3	Consumer Insights and Analysis	16522R	2-3:20pm	TTH	Vincent	JKP 102
525	3	Consumer Behavior	16524R	3:30-4:50pm	TTH	Diehl	JKP102
528	3	Sales Management:The Art and Science of Sales	16528R	5-6:20pm	TTH	Meg	JKP 202
530	3	New Product Development	16530R	6:30-9:30pm	H	Schorr	JKP 102
533	1.5	Brand Strategy and Management	16531R	5-6:20pm	MW	Badame	JKP 112
536	3	Pricing Strategies	16532R	3:30-4:50pm	MW	Dutta	JKP 102
556	3	Digital Marketing Strategy	16536R	6:30-9:30pm	T	Suh	JKP 212
566	3	Decision Making Using Marketing Analytics	16547R	2-3:20pm	MW	Luo	JKP 104
			16527R	12:30-1:50pm	MW	Luo	JKP 104
			16564R	11-12:20pm	TTH	Proserpio	JKP 112
589	1.5	The CMO: Driving Shareholder Value in the Intelligence Age	16548R	5-6:20pm	MW	Badame	JKP 112
599	3	Global Marketing: Immersive International Experience	16563R	5-6:20pm	T	Schiele	JKP 102
599	3	Living with AI and Technology: Behavioral Science Insights	16566R	12:30-1:50pm	TTH	Diehl	JFF 417



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



Sales Management: The Art and Science of Sales

Course Description:

Sales is not about pressure—it's about trust, communication, and creating value.

This course demystifies sales and positions it as an essential skill for every professional. Through a hands-on, interactive approach, students learn to sell themselves, pitch ideas, and communicate with confidence using storytelling, negotiation, and data-driven strategy.

You Should Take This Class If you:

- Aspire to lead and influence outcomes
- Work across teams and functions
- Are exploring sales or business development
- Want to start or grow a business
- Want to communicate with clarity and impact
- Are interested in consulting, strategy, or advisory roles
- Work in customer-facing or relationship-driven roles
- Want to build skills you'll use every day—across roles, teams, and leadership

Instructor: Meg CG Simons



Guest
Speakers



Role Plays



Live Simulations



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

Brand Strategy and Management



Course Description:

Effective brand management is critical to maintaining the long-term viability and profitability of products and services. This 1.5 credit course offered during the second half of the Fall semester 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 Honda Motor Company, Mattel, Nestlé, and Lenovo, have developed and implemented brand strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Instructor: Diane Badame

Pricing Strategies



Course Description:

The purpose of this course is to introduce you to the most current strategy, applications, and trends in pricing. Students completing the course will have the skills to use data, GenAI tools and models to build pricing models to increase firm profitability. Understand the link between pricing and the overall go to market strategy.

“The most important decision in evaluating a business is pricing power.” – Warren Buffet

- *McKinsey study has found that 1% increase in price in Fortune 1000 companies can increase profits by 12.3%*

You Should Take This Class If you:

- Want to learn how to apply analytical skills using digital and offline data and Gen AI tools to develop pricing for CPG companies, luxury brands, entertainment, tech companies, platforms like Amazon, Google, Uber, Gaming, WeChat, Crowdfunding
- Want to pursue a career as analyst, product manager, sales and marketing, consulting in different industries like Tech, CPG, B2B, Entertainment and Pharmaceuticals and Platforms
- Listen to Guest Speakers: Head Pricing Practice Deloitte Consulting

Instructor:

Shantanu Dutta: Have taught pricing strategies to executives in USA, China, India, London, Korea. Taught at University of Chicago, London Business School, Singapore Management University and Shanghai Jiao Tong University

Digital Marketing Strategy

How Winning Brands Build, Compete, and Win in a Competitive Landscape

For students preparing to lead marketing at startups, growth-stage companies, and established organizations.

COURSE DESCRIPTION

This course provides a hands-on approach on how to develop and execute effective digital marketing strategies in today's rapidly evolving landscape. Students will learn how leading brands from disruptive startups to established brands leverage digital platforms, data, and creativity to build brand and drive sustainable growth. The course examines the full spectrum of digital marketing, including **analytics, organic social strategy, influencer ecosystems, performance marketing, e-commerce, and AI enablement.**

WHO SHOULD TAKE THIS CLASS?

- Want an unfiltered view towards starting a business, growing within an established business and how to use the modern digital / AI enabled tools to stand-out in a crowded marketplace.
- Want to develop the strategic and analytical expertise to design and execute impactful digital marketing strategies.
- Understand modern brand playbooks on growth including paid and organic media, influencer strategy, and omnichannel
- Are eager to explore emerging frontiers like social commerce, the creator economy, and AI-driven transformation using data frameworks to understand how brands drive engagement, loyalty, and revenue.
- Want to strengthen your expertise in digital investment strategy, analytics, and attribution, learning how to connect creativity and performance to measurable business outcomes.
- Aspire to stay ahead of evolving consumer and regulatory trends through first-hand brand experiences, live discussions, and analysis of recent disruptors shaping the global marketing landscape.

INSTRUCTOR:

Clinton Suh



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

Instructors: Lan Luo/Davide Proserpio

The CMO: Driving Shareholder Value in the Intelligence Age

CHIEF MARKETING OFFICER

Chief Marketing Officer Skills



Course Description:

This 1.5 credit course offered during the first half of the Fall semester is designed to give students an understanding of the role of the Chief Marketing Officer (CMO), the top-ranked marketing executive in a variety of types of companies and industries, and how he or she influences shareholder value in the intelligence age.

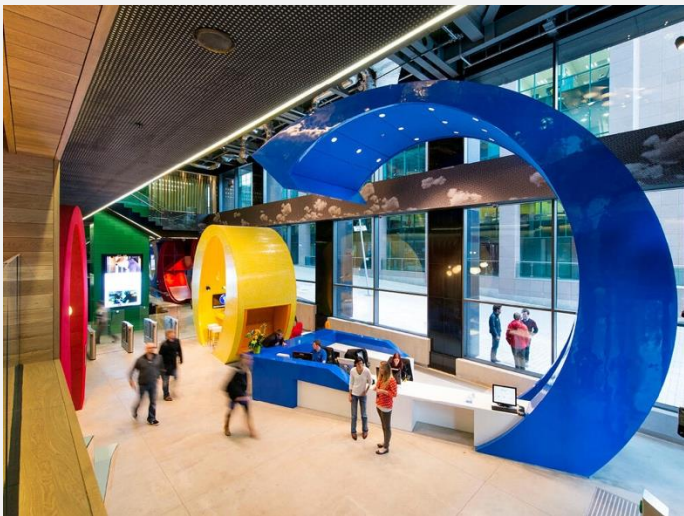
This course explores the critical role of the CMO as a driver of shareholder value in an era dominated by intelligence technologies, ever-evolving consumer expectations, and sustainability imperatives. With a mix of theoretical foundations, recent articles, and CMO guest speakers, you will learn how to harness AI, identify and utilize digital trends, effectively utilize data analytics and employ data-driven strategies that optimize marketing ROI and shareholder returns. A team capstone project integrates these elements into a comprehensive marketing plan.

You Should Take This Class If You:

- Aspire to become a CMO in a selected company or industry.
- Learn the language and fundamentals and techniques the CMO uses to perform functions that drive sales and profitability.
- Want to learn how CMO's are embracing AI and using it to assist in meeting the marketing objectives of their respective organizations.
- Want to experience first-hand knowledge and expertise from CMO's from companies such as Alpha & Co., Canva, Cooley, JCPenney, Milani Cosmetics, and Paramount+ International, as they share in class the marketing strategies and techniques, they have employed to be successful.

Instructor: Diane Badame

Global Marketing: Immersive International Experience (Dublin Travel October 3-10, 2026)



Course Description:

This course immerses students in an intensive **study abroad experience** in a leading international market: **Dublin, Ireland**. Through company visits, cultural excursions, and academic sessions, students will explore the unique economic, political, and cultural context that shapes marketing ecosystem of the host country. The course emphasizes cross-cultural collaboration, industry innovation, and strategic analysis of established brands and emerging business models. By connecting theoretical frameworks with firsthand experiences, students will gain a deep understanding of how companies operate, compete, and evolve in a globalized landscape.

You Should Take This Class If you:

Are interested in experiential learning project competition in collaboration with:
Google Dublin (European headquarters)
University College Dublin

Company Visits to leading tech companies at the Silicon Docks

Cultural Experiences including:

- Dublin City tour
- Guinness tour
- Full day guided tour of Wicklow, Powerscourt, Glendalough and Kilkenny

Instructor: Kristen Schiele



Living With AI and Technology: Behavioral Science Insights

Course Description:

This course offers an exploration of a wide range of technologies and digital applications, focusing on their impact on human behavior. The class examines the effects of these technologies on individuals as the foundation for understanding and reshaping market applications. Crucially, the course examines both the potential upsides and downsides of different technologies for consumer and marketer welfare. By grounding marketing decisions in behavioral science-based insights, this course aims to prepare future business leaders to responsibly navigate, innovate, and leverage the opportunities of current and future technologies.

You Should Take This Class If you:

- Want to move beyond the "how-to" of coding to understand the "why" of human – technology interactions.
- Learn how to create products or services that don't just use tech for tech's sake, but solve real human problems and disrupt entrenched behaviors.
- Gain a competitive advantage by grounding your business decisions in rigorous behavioral science.
- Learn by experiencing the course concepts firsthand through unique, experiential assignments (BUT! This is not a prompt engineering class!!!)
- Want to pursue a career in Product Management, Digital Marketing, Consumer Insights, User Experience Strategy, Management & Strategy Consulting, Entrepreneurship & Innovation, Fintech.

