



MARKETING UNDERGRADUATE ELECTIVES

Fall, 2020



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 440	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 440 Marketing Research Class
Academia	MKT 450 and 402	BUAD 493/494 (by invitation)

MKT 402



RESEARCH SKILLS FOR MARKETING INSIGHTS

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



MW 12:00-1:50 p.m.

Instructor: Professor Shah Yang

Prerequisite: BUAD 307 or MKT 385x



MKT 405

ADVERTISING AND PROMOTION MANAGEMENT



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 or MKT 385x

TTh 8:00-9:50 a.m.

TTh 10:00-11:50 a.m.

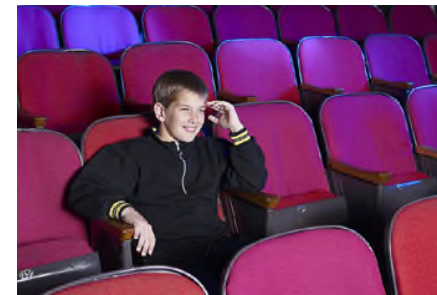
Instructor: Professor Arianna Uhalde

MW 10:00-11:50 a.m.

Instructor: Professor Therese Wilbur



Selected Employers



72andSunny



MEDIACOM



CONSUMER
INSIGHTS/
BEHAVIOR

GLOBAL
MARKETING
MANAGEMENT

ADVERTISING &
PROMOTION

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 develop satisfy customers and develop long term relationships



Selected Employers



E&J Gallo Winery



Prerequisite: [BUAD 307](#) or [MKT 385x](#). Open only to sophomores, juniors and seniors.

**SALES & RETAIL
MANAGEMENT**

MW 2:00-3:50 p.m.

Instructor: Professor Gary Frazier

**MARKETING/
BRAND
MANAGER**





MKT 425

MARKETING IN A DIGITAL WORLD

You Should Take This Class If You Want To:

- Understand Social and Digital marketing strategy
- Experiment in deriving strategic insights from social media chatter
- Learn current topics on the connected consumer



Pre-Requisite BUAD 307 or MKT 385 recommended preparations

TTH 6:00-7:50 p.m.

Instructor: To be announced

Selected Employers



DIGITAL
MARKETING
COORDINATOR

DIGITAL
BRAND /
PRODUCT

MKT 440

MARKETING ANALYSIS AND STRATEGY



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.



Selected
Employers



Prerequisite: BUAD 307 or MKT 385x

MW 10:00-11:50 a.m.

Instructor:

Professor Isamar Aeling Troncoso Cortez

**MARKETING/
BRAND
MANAGER**

**NEW PRODUCT
DEVELOPMENT
OR LICENSING**



MKT 445

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

Prerequisite: BUAD 307 or MKT 385x

MW 4:00-5:50 p.m.

TTh 12:00-1:50p.m.

Instructor: Professor Therese Wilbur



**MARKETING/
BRAND
MANAGER**

**NEW PRODUCT
DEVELOPMENT
OR LICENSING**

MKT 450

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



MW 12:00-1:50

MW 2:00-3:50 p.m.

Professor Linda Hagen

TTh 6:00-7:50 p.m.

Professor Gizem Ceylan Hopper

TTh 12:00-1:50 p.m.

Instructor: Kristin Diehl

Selected Employers

nielsen

Disney

belkin

IPG MEDIABRANDS

MARKETING/
BRAND
MANAGER

CONSUMER
INSIGHTS/
BEHAVIOR

USC Marshall

School of Business

University of Southern California

MKT 461

MARKETING BLOCKBUSTER ENTERTAINMENT



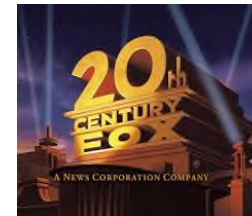
You Should Take This Class If:

- 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 or MKT 385x are waived.

MW 6:00-7:50 p.m.

Instructor: Professor Gene Del Vecchio



FILM/TV
MARKETING
MANAGER

CONSUMER
PRODUCTS MANAGER

PRODUCER, DIRECTOR, SCREENWRITER

MKT 465

GLOBAL MARKETING MANAGEMENT



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.

TTh 4:00-5:50 p.m.

Instructor: Professor Dennis Schorr

Selected Employers



**MARKETING/
BRAND
MANAGER**

**GLOBAL
MARKETING
MANAGEMENT**

MKT 499

EFFECTIVE ADVERTISING AND SOCIAL MEDIA 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 MKT 385x

TTh 12:00- 1:50 p.m.

Instructor: Professor Gerard Tellis



Selected Employers



MEDIACOM

rpa

**CONSUMER
INSIGHTS/
BEHAVIOR**

**ADVERTISING &
PROMOTION**

**SOCIAL MEDIA
MANAGEMENT**

MKT 499



HAPPINESS AND WELLBEING IN THE MARKETPLACE

You Should Take This Class If You Are Interested in:

- Communicating more effectively about happiness and wellbeing in personal and professional life
- Developing marketing strategies that will generate profit and increase consumer happiness and wellbeing

TTh 2:00-3:50 p.m.

Instructor:

Dr. Arianna Uhalde

Prerequisite: None
(BUAD 307 is waived)



CONSUMER
INSIGHTS/ BEHAVIOR

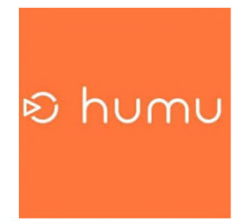
MARKETING
STRATEGIST

RESEARCHER

Selected Employers

SOCIAL MARKETER

MARKETING/
BRAND
MANAGER



GRADUATING WITH MKT HONORS: BUAD 493/494 HONORS RESEARCH SEMINAR



- Earn a degree distinction
- Invitation in Fall of Junior year based on GPA
- Starts Spring of Junior year – Senior year
- 2 unit class
- Work with top 10 marketing research faculty
- Research and develop your marketing thesis

Criterion:

- Marshall or Leventhal student
- U3 standing, or above
- Anticipated graduation date between Dec-20 and Aug-22
- Overall USC GPA of 3.3 or greater
- Marshall GPA of 3.5 or greater
- <https://www.marshall.usc.edu/departments/marketing/marketing-honors-research-seminar>
- Eligible students will receive invitation e-mail later this semester



GRADUATING WITH MKT HONORS: BUAD 493/494 HONORS RESEARCH SEMINAR

Develop your own, academic research project from the initial idea to a completed research paper

- Attend research talks with Marketing faculty, Ph.D.'s
- Meet a world-class scholar and work on a 1 on 1 basis
- Learn about the academic research process and career path
- Graduate with honors

CONSUMER BEHAVIOR MINOR



- Available to all students
- 18-20 units

The requirements are:

1. MKT 450 (Consumer Behavior and Marketing)
2. PSYC 100 (Introduction to Psychology)
3. **3 or more courses** chosen from the “menu”
 - Minimum of 20 units taken (including MKT 450 and PSYC 100) must be unique to the minor (i.e., not be countable toward requirements for the major).
 - Minimum of 16 units of all courses taken for the minor are not offered by the student’s major department



Marketing Electives Advisor

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<http://www.LarsPerner.com>

<http://www.ConsumerPsychologist.com>

Spring, 2020 office hours:

Monday, 10:00-11:00 a.m.

Tuesday, 2:30-3:30 p.m.

Wednesday, 10:00 a.m.-12:00 p.m.

And by appointment

<https://uscmarshall.zoom.us/j/2665701961>

Please e-mail for password