MARKETING UNDERGRADUATE ELECTIVES

Fall, 2017
<table>
<thead>
<tr>
<th>Marketing Career Paths</th>
<th>Employers</th>
<th>Examples</th>
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<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>
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<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>
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<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>
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<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>
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<tr>
<td>Professor</td>
<td>Any Higher Education Institution Globally</td>
<td>USC, but not UCLA...</td>
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<tr>
<td>Entrepreneurs</td>
<td>Yourself</td>
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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

MW 12:00-1:50 p.m.
Instructor: Professor Sha Yang

Prerequisite: BUAD 307 or MKT 385x

Selected Employers

Google
Nielsen
LRW
P&G

MARKETING/BRAND MANAGER
CONSUMER INSIGHTS/BEHAVIOR

University of Southern California
USC Marshall
School of Business
MKT 405
ADVERTISING AND PROMOTION MANAGEMENT

You Should Take This Class If:
• You are interested in understanding how to achieve marketing objectives by integrating 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 2:00-3:50 p.m.
Instructor: Professor Therese Wilbur

MW 12:00-1:50 p.m.
MW 2:00-3:50 p.m.
Instructor: TBA

Selected Employers
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 and satisfy customers and develop long term relationships

Prerequisite: BUAD 307 or MKT 385x. Open only to sophomores, juniors and seniors.

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

Selected Employers

SALES & RETAIL MANAGEMENT

MARKETING/BRAND MANAGER
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

Prerequisite: BUAD 307 or MKT 385x

MW 10:00-11:50 a.m.
TTH 12:00-1:50 p.m.
Instructor: Professor Therese Wilbur

MARKETING/BRAND MANAGER
NEW PRODUCT DEVELOPMENT OR LICENSING
You Should Take This Class If:
• You are interested in why and how consumers make decisions
• You are interested in applying consumer behavior insights to guide choices for both profit and non-profit organizations.

MW 12:00-1:50 p.m.
MW 2:00-3:50 p.m.
Instructor: Professor Linda Hagen

TTH 8:00-9:50 a.m.
Instructor: TBA

TTH 12:00-1:50 p.m.
Instructor: Professor Kristin Diehl

Selected Employers

MARKETING/BRAND MANAGER

CONSUMER INSIGHTS/BEHAVIOR
You Should Take This Class If:
You are interested in developing marketing strategies and programs across countries and cultures
You want to succeed in an international or global business environment

MW 4:00-5:50 p.m.
Instructor: Professor Dennis Schorr
MKT 499
CREATING & MARKETING BLOCKBUSTER ENTERTAINMENT FRANCHISES

You Should Take This Class If:
• You are interested in understanding the business of creating and marketing entertainment blockbusters.
• You want the skills to enter a major movie studio/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

TTH 4:00-5:50 p.m.
Instructor: Professor Gene Del Vecchio