You Should Take This Class If You

- Want a career in Marketing, Consulting, or Finance
- Want to develop an understanding of the use of strategy as a competitive advantage in contemporary business
- Want to listen to and discuss marketing strategy with experts across industries

Course Description
Marketing Strategy is fundamental to contemporary business success. The goal of this course is to develop expertise in Marketing Strategy. In order to do so, we will
1) Read and discuss important articles
2) Hear from marketing strategists in contemporary business
3) Develop and articulate a set of Marketing Strategy principles, and then
2) Practice these principles in a series of simulations.
A major part of this class is immersement in a Marketing Strategy Simulation. You will be divided into teams of 3-4 students per team. Each team will, in effect, run their (simulated) company in competition against other teams in the class. This simulation allows for a deeper consideration and learning of the Marketing Strategy Principles covered in the readings and discussion.

Deliverables
- Marketing Strategy Simulation (Team)
- Initial analysis situation
- Initial strategic plan
- Final presentation
- Simulation performance
- Case and Article preparation and presentation (Individual & Team)
- Class participation (individual)
- Final Exam (individual)

Course Essentials
16541
Tuesday
6:30- 9:30pm

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