Marketing
Upper Division Electives Panel

Participants:
Professor Kristin Diehl
Professor Dennis Schorr
Professor Therese Wilbur
Questions We Will Answer

- Marketing Career Tracks & Electives
- Internship/Job Search Process
- Presentation Posted on Marshall’s Academic Advising Page, Choosing Upper Division Electives
Median annual wage was $124,850 in May 2015.
Marketing Elective Career Tracks

- Advertising & Promotion
- Professional Sales
- Brand/Marketing Management or Global Marketing
- Customer Experience
- Marketing Insights or Market Research
- Academia
- New Product Development & Licensing
Electives vs. BUAD 307

Electives are different than BUAD 307
- Focus on depth

BUAD 307 is a foundational BUAD requirement
- Focuses on breadth
- Pre-requisite for nearly all MKT courses
  - Only the Practicums have 1 additional pre-requisite
Career Preparation

- **Minimum of 3 Marketing Electives**
  - Equivalent to our Marketing Minor

1. Gain Resume Builder Experience at USC:
   - TMG: Trojan Marketing Group
   - AIMC: Association of Innovative Marketing Consulting

2. External Internships
Successful Marketing Students
Alumna: Tiffany Mikail
Senior Brand Marketing Manager

May 2015
Marshall School Of Business, Business Administration Major
Roski School Of Art & Design, Communication Design Minor

Post Graduation Roles:
SLS Beverly Hills - Marketing Manager (2015-2016)
sbe - Senior Brand Marketing Manager (2016 - Current)

Prior Marketing Internships:
SLS Beverly Hills - Marketing & PR Intern
SLS Beverly Hills - Marketing & PR Coordinator
The Workshop Collective - Marketing & PR Coordinator
Alumna: Tiffany Mikail  
Senior Brand Marketing Manager

Electives I Took:
MKT 405: Advertising & Promotion Management  
MKT 406: Practicum in Advertising & Promotion Design  
MKT 445: New Product Development & Branding  
MKT 446: Practicum in New Product Development  
JOUR 343: Advertising Design & Production

Advice: Take a class that is a practicum
Career Path: Marketing or Brand Management

- **Description**
  - Managing the 4P’s for a brand or company

- **Job Titles**
  - Marketing(or Brand) Assistant, Analyst, Specialist, Coordinator
Marketing Elective Course Offerings by Career Tracks

**Brand & Marketing Management**

- MKT 445: New Product Development and Branding
- MKT 440: Marketing Analysis and Strategy
- MKT 465: Global Marketing Management
Alumnus: Ed Melchior
Droga5 Account Management Intern

Business Administration, May 2017
Global Communication Minor

Marketing Experience:
360i, NY, Account Management & Creative Intern, Summer 2016
Situation Interactive, NY, Project Management & Business Development Intern, Summer 2015

Trojan Marketing Group, President & Founder,
Alumnus: Ed Melchior  
Droga5 Account Management Intern  

**Business Administration, May 2017**  
**Global Communication Minor**  

**Electives I Took:**  
MKT 405: Advertising & Promotion Management  
MKT 406: Practicum in Advertising & Promotion Design  
MKT 445: New Product Development & Branding  
MKT 446: Practicum in New Product Development  

**Advice:**  Apply the skills you learn in your electives
Career Path: Advertising & Promotion

- **Description**
  - Producing & executing any part of Marketing Communication
  - Corporate and Agency Positions

- **Job Titles**
  - Assistant/Specialist: Acct. Executive, Acct. Planner, Media Planner, Digital Marketing, SEO/SEM, Event Planner, Public Relations
Marketing Elective Course Offerings by Career Tracks

Advertising & Promotion

- MKT 405: Advertising and Promotion Management
- MKT 406: Practicum in Advertising and Promotion Design*
- MKT 425: Marketing in a Digital World*
- MKT 499: Marketing Data Analytics*

* Spring only
Career Path: Professional Sales

- Description
  - Managing the sale of products to specific channels (B:B)
  - Entry Level for CPG companies
  - Groomed for upward mobility

- Job Titles
  - Management Development Trainee
Marketing Elective Course Offerings by Career Tracks

**Professional Sales & Retail Management**
- MKT 410: Professional Selling
- MKT 415: Sales Force Management
- MKT 430: Retail Management
Career Path: Global Marketing

- Description
  - Developing marketing strategies and programs across countries and cultures

- Job Titles
  - Global Brand Assistant/Analyst, Export Management & Licensing
Marketing Elective Course Offerings by Career Tracks

Global Marketing Management

- MKT 465 Global Marketing
- MKT 440: Marketing Analysis and Strategy
- MKT 445: New Product Development and Branding
Career Path:
Marketing Insights or Market Research

• Description
  • Developing, executing and analyzing consumer research

• Job Titles
  • Consumer Insights or Marketing Research Assistant/Analyst
Marketing Insights/Market Research

- MKT 402: Research Skills for Marketing Insights
- MKT 450: Consumer Behavior and Marketing
- MKT 499: Marketing Data Analytics*
Career Path: Customer Experience

Description
- Analyze customer experience data and detect trends to create recommendations for customer experience business decisions

Job Titles
- Customer Experience Analyst, User Experience Researcher
Marketing Elective Course Offerings by Career Tracks

**Customer Experience**

- MKT 450: Consumer Behavior and Marketing
- MKT 499: Marketing Data Analytics*
- MKT 402: Research Skills for Marketing Insights
- MKT 425: Marketing in a Digital World*
- BUAD 493/494 (by invitation)
Career Path: New Product Development & Licensing

- Description
  - Developing and launching new (licensed) products

- Job Titles
  - New Product Development or Licensing Assistant
Marketing Elective Course Offerings by Career Tracks

New Product Development or Licensing

- MKT 445: New Product Development and Branding
- MKT 446L: Practicum in New Product Development
Career Path: Academia

• Description
  • Research, publishing, and/or teaching Marketing

• Job Titles
  • Research Assistant
  • Assistant Professor or Lecturer
Academia

MKT 402: Research Skills for Marketing Insights
MKT 450: Consumer Behavior and Marketing
BUAD 493/494: Honors Research Seminar in Marketing
## Choosing a MKT Elective Summary

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<th>Foundational Elective</th>
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<td>MKT 450 and 402</td>
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Graduating with MKT Honors:
BUAD 393/394 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-18 and Aug-19
- Overall USC GPA of 3.3 or greater
- Marshall GPA of 3.5 or greater
Graduating with MKT Honors: BUAD 393/394 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.
Searching for Marketing Jobs

- Take Initiative
- Network
  - Determine Industry/Function
- Try Internships
- Just in time hiring
Marketing Clubs

**Trojan Marketing Group (TMG)**
- USC/Marshall Student Org
- Operates as pro bono Ad Agency
- Real Clients
- Develops and EXECUTES campaign
- Application and Selection Process

**Association of Innovative Marketing Consulting (AIMC)**
- Marshall Student Org
- Operates as pro bono Marketing Consulting Firm
- Real Clients
- Research and Application and Selection Process
- Develops Marketing Recommendations
Questions & Answers