MKT 402
RESEARCH SKILLS FOR MARKETING INSIGHTS

You Should Take This Class If:

• You want to develop core analytical skills required for market research – designing consumer surveys, analyzing consumer perceptions and segmenting consumers, especially in the digital environment

• You want to measure and understand customer behavior to improve marketing effectiveness

Prerequisite: BUAD 307 or MKT 385x
T/TH 10-11:50 a.m. (Section 1)
T/TH 2-3:50 p.m. (Section 2)
Instructor: Dinesh Puranam

Selected Employers

Google
nielsen
facebook
lrw
P&G

MARKETING/ BRAND MANAGER
Marketing Analyst/ Lead
Market Researcher

USC Marshall
School of Business

University of Southern California
MKT 405
Advertising & Promotion Management

You Should Take This Class If:

• You are interested in understanding how integrated marketing efforts (e.g., advertising, PR, in-store promotions) help firms achieve various marketing objectives

• You want skills to develop persuasive marketing campaigns, plan for their distribution in media, and evaluate their success

Prerequisite: BUAD 307 or COMM 200 or COMM 302 or MKT 385x

Time: MW 10 – 11:50, 12 – 1:50, 2 – 3:50
Instructor: Arianna Uhalde
You Should Take This Class If:
• You are interested in hands on development of an integrated marketing campaign for a client from research to pitch to execution
• You want experience working in an agency environment
• You want to build your portfolio

Prerequisite: MKT 405 or PR 340 or by approval
Time: MW 10:00 – 11:50 am
Instructor: Professor Therese Wilbur

Selected Employers

ACCOUNT COORDINATOR OR ACCOUNT PLANNER
COPYWRITER OR ART DIRECTOR
MEDIA PLANNER
CONSUMER INSIGHTS RESEARCHER
MKT 410
PROFESSIONAL SELLING

You Should Take This Class If:
• You are interested in sales as either your first job or as a career
• 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: Gary Frazier
MKT 415
SALES FORCE MANAGEMENT

You Should Take This Class If:

- You are interested in becoming a manager after gaining some sales experience
- You want to develop skills in supervising and motivating people
- You want to run your own business someday

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

MW 6:00-7:50 pm
Instructor: Gary Frazier

Selected Employers

SALES & RETAIL MANAGEMENT TRAINEE

ENTREPRENEUR

USC Marshall
School of Business

University of Southern California
MKT 425
Marketing in a Digital World

Why Should You Take This Class:
• 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

Time: TTH 2:00-3:50PM  
TTH 4:00-5:50PM
Instructor: Dr. Gil Appel

Selected Employers
MKT 430: RETAIL MANAGEMENT

You Should Take This Class If:

• You are interested in exploring real-world scenarios that reveals the winner & losers within the retail community

• Explore retail management by creating your own exciting “retail company” and then learn how to market said company in today’s highly competitive arena

MW 12:00 – 1:50 p.m.
Instructor: Professor Anthony J. Salomone

Prerequisite: BUAD 307; Open only to sophomores, juniors and seniors

Selected Employers

SALES & RETAIL MANAGEMENT TRAINEE

MARKETING/BRAND ASSISTANT
MKT 440
MARKETING ANALYSIS & STRATEGY

You Should Take This Class If:
• You want to understand the applications relating to the analysis of market opportunities and the development of product, promotion, distribution, pricing strategies.
• Recommended during student's final semesters.

Prerequisite: BUAD 307 or MKT 385x

TTH 4:00-5:50 p.m.
Instructor: Professor Dennis Schorr
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

TTH 6:00-7:50 p.m.
Instructor: Professor Therese Wilbur

Selected Employers

MARKETING/BRAND ASSISTANT

NEW PRODUCT DEVELOPMENT OR LICENSING ASSISTANT
MKT 446
PRACTICUM IN NEW PRODUCT DEVELOPMENT AND BRANDING

You Should Take This Class If:
• You are interested in hands on development of a product from concept to prototypes
• You want to work on cross-disciplinary teams with Engineers and Designers

Prerequisite: MKT 445 or by approval
TTH 2:00-3:50 p.m.
Instructor: Professor Therese Wilbur
MKT 450
CONSUMER BEHAVIOR AND MARKETING

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.

TTH 10:00-11:50 a.m.
Instructor: Prof. Valerie Folkes

TTH 12:00-1:50 p.m.
TTH 2:00-3:50 p.m.
Instructor: Prof. Stephanie Tully

TTH 4:00-3:50 p.m.
Instructor: Prof. Francesca Valsesia

Selected Employers

MARKET RESEARCH ANALYST
MARKETING/BRAND ASSISTANT
You Should Take This Class If:
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
MARKETING ANALYTICS

Take This Class to:
• Develop skills needed to turn data into better marketing decisions
• Learn how to predict customer behavior and improve marketing effectiveness

Prerequisite: BUAD 307
Time: MW 4:00-5:50pm
Instructor: Professor Anthony Dukes