MKT 526 - Advertising and Social Media Strategy

You Should Take This Class If You

- Want to understand the critical role of social media & advertising in modern markets
- Want to build great brands through advertising & social media
- Want to create great ads and place them strategically

Course Description

Technological changes have created radically new products, disrupted markets, and revolutionized media. Advertising and social media are critical to win in this environment. This course will provide students with new ideas, tools, media, and models to compete strategically in this rapidly changing environment.

Deliverables

- Group Project
- Class Participation
- Case Analysis
- Final Exam

Course Essentials

16526
Tuesday, Thursday
5:00- 6:20pm

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