MKT 589 - CMO on Shareholder Value

You Should Take This Class If You
- Desire to be a Chief Marketing Officer (CMO) at some point in your marketing career.
- Want to learn about the hot buttons of CMO’s and what keeps them up at night to include topics such as 1) Customer Understanding and Experience Management, 2) Convergence of Traditional and New Marketing Practices, 3) Integrated Marketing Communications (IMC), including the Digital, Social and Mobile Aspects, 4) Product and Portfolio Management, including Brand Management, 5) Planning and Measurement – Contribution to the Bottom Line and 6) New Product Development (NPD) and Innovation
- Want to experience first-hand knowledge and expertise from CMO’s from high profile companies such as Facebook, MGA Entertainment, Bentley Motors, Hyperloop Transportation Technologies, Inc., CBRE, and Starbucks Asia, as they share in class the marketing strategies and techniques they have employed to be successful.

Course Description
This course is designed to give students an understanding of the role of the CMO (Chief Marketing Officer) in a variety of types of companies and industries and how he or she influences shareholder value. An integrated approach to the study of these topics within a global context will allow students to better understand key issues CMOs are facing. Additionally, within each topic, a number of sub-topics will also be explored and examined each week before CMOs speak about relevant issues they are challenged with and how they are addressing them within their organizations.

Deliverables
- Fashion, Luxury, and Lifestyle Plan Project and Presentation (Team)
- Reflection Papers Summarizing Learnings from Guest Speakers (Individual)
- Case Studies (Individual and Class Discussions)
- Midterm Exam (Individual)
- Class Participation

Course Essentials
16548, (1.5 Units)  
Professor Diane Badame  
Monday, Wednesday  
5:00- 6:20pm- 2nd Half of the Semester  
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(213) 740-5053