MKT 526- Advertising and Social Media Strategy

**You Should Take This Class If You**

- Understand the critical role of social media & advertising in modern markets
- Build great brands through advertising & social media
- 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**

- Professor Gerard Tellis
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  (213) 740-5031

16522
Tuesday, Thursday
5:00- 6:20pm

USC Marshall School of Business

Marketing (MKT)

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