Marketing (MKT)
USC Marshall School of Business

MKT 543 - Marketing Demand and Sales Forecasting

You Should Take This Class

- To learn quantitative techniques and analytical tools that provide insight into the nature of consumer demand and its response to changes in the marketing mix.
- To apply these methods to improve forecast accuracy and gain a better understanding of customers and markets
- To develop a framework to make more effective and efficient marketing decisions

Course Description

This course will familiarize you with several advanced, quantitatively oriented marketing tools that enhance demand forecasting ability and marketing decision-making. I will provide extensive experience in using these tools through computer exercises (i.e., dirtying your hands with the data). Most of the analysis will require you to use spreadsheet based tools such as regression analysis.

Deliverables

- Extensive use of regression and quantitative models in Marketing
- Group Assignments
- Class Participation

Course Essentials

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<tr>
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<th>Professor S. Siddarth</th>
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<tr>
<td>M, W- 12:30- 1:50pm</td>
<td>HOH 613</td>
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<tr>
<td>M, W- 03:30- 4:50pm</td>
<td><a href="mailto:siddarth@marshall.usc.edu">siddarth@marshall.usc.edu</a></td>
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<tr>
<td>H - 06:30- 9:30pm</td>
<td>(213) 740-5048</td>
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