MKT 560 - Marketing Strategy

You Should Take This Class If You

- Desire to become a marketing strategist, consultant or marketing manager;
- Want to create imaginative and effective marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives;
- Want to experience how marketing executives from high profile companies, such as Amazon, Hulu, Jakks Pacific, MGM Resorts International, Riot Games, Snapchat, Inc., UBER and The Walt Disney Studios, have developed and implemented marketing strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Course Description

The development and execution of successful marketing strategies are essential to capitalize on opportunities and resolve issues that challenge a variety of domestic and global business spanning multiple industries. This course is designed for students who are now seeking to expand their knowledge and capabilities in the more advanced discipline of marketing strategy and apply marketing strategy tools and frameworks in the development of a marketing strategic plan.

Deliverables

- Marketing Strategy Project (Team)
- Class Participation
- Reflection Papers Regarding Guest Speakers and Content Covered in Class (Individual)
- Case Studies (Individual and Class Discussions)
- Midterm Exam (Individual)

Course Essentials

16541
Wednesday
6:30- 9:30pm

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