



MARKETING UNDERGRADUATE ELECTIVES

Fall, 2017

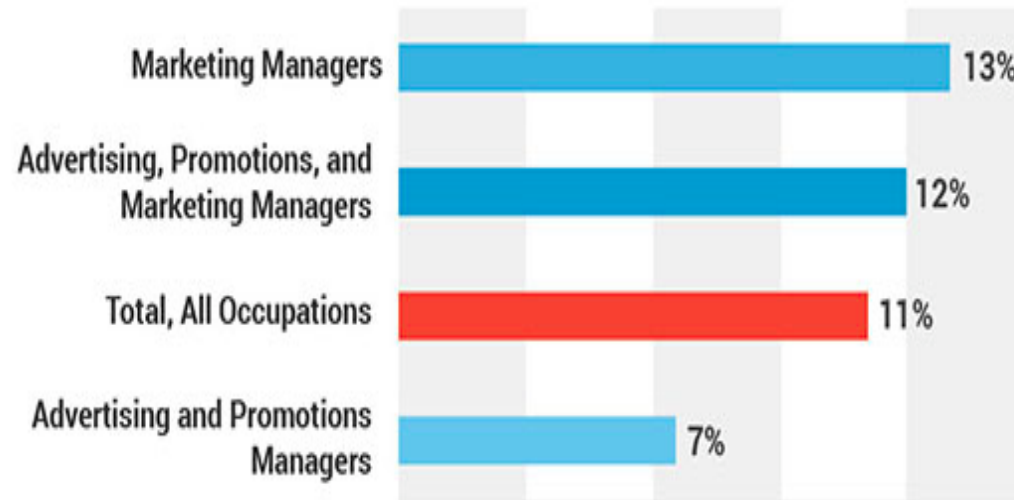


U.S. Job Outlook



ADVERTISING, PROMOTIONS, AND MARKETING MANAGERS

Percent change in employment, projected 2012–2022



Note: "All Occupations" includes all jobs in the U.S. economy.
Source: U.S. Bureau of Labor Statics, Employment Projections program
Research by Fractl and Moz



Marketing Career Paths	Job Responsibilities	Job Titles: Intern, Coordinator, Assistant Manager, Specialist
Marketing/Brand Manager	Managing the 4P's for a brand or company	Assistant Marketing/Brand Manager
Advertising & Promotion	Producing & Executing all types of Marketing campaigns	Account Executive or Manager Digital, Social Media, SEO, or Content Marketing, Events
Consumer Insights/ Behavior	Developing, executing and analyzing consumer research	Consumer/Marketing Insights or Research, Analyst
Sales & Retail Management	Managing the sale of products to specific channels	Sales, Account Manager Management Development Trainee
New Product Development or Licensing	Developing and launching new (licensed) products	Product/Licensing Manager or Developer
Professor	Research, Publishing, Teaching	Assistant Professor, Lecturer
Entrepreneurs	Everything!	You Decide!



How BUAD 307 Differs From MKT Electives

BUAD 307 is a foundational BUAD requirement

- Focuses on breadth
- Pre-requisite for nearly all MKT courses
 - Only the Practicums have 1 additional pre-requisite

Electives differ from BUAD 307

- Focus on depth and career proficiencies

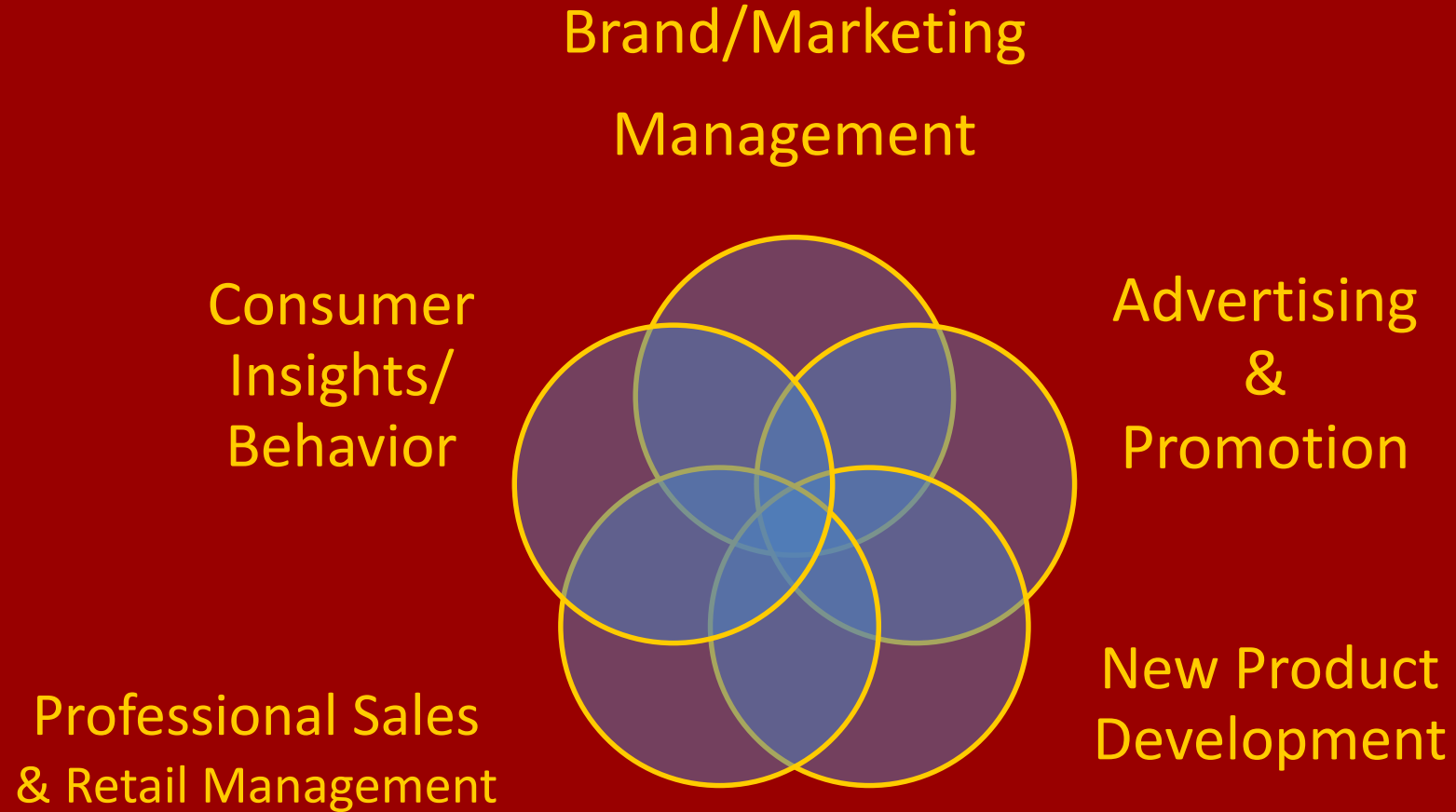
3+ courses recommended for MKT Career preparation



Consumer Power



Marketing Elective Career Tracks



Choosing a MKT Elective by Career Track



Career Paths	Foundational Elective	Additional Elective Choices (and/or)
Brand/MKT Manager	MKT 445 or 440	MKT 465, for B:B MKT 410 Advertising & Promotion Course
Global MKT Manager	MKT 465	MKT Management Course Advertising & Promotion Course
Advertising & Promotion	MKT 405	Digital Marketing Course Practicum MKT 406 Consumer Insights Course
Consumer Insights/Behavior	MKT 450 or 402	MKT Management Course Advertising & Promotion Course
Professional Sales	MKT 410	MKT 415, MKT 430
New Product Development & Licensing	MKT 445	Practicum MKT 446, MKT 440 Consumer Insights Course Advertising & Promotion Course
Professor	MKT 450 and 402	BUAD 493/494 (by invitation)
Entrepreneur	Varies	Varies

Consumer Behavior Minor



- Available to all students
- 18-20 units

The requirements are:

1. MKT 450 (Consumer Behavior and Marketing)
2. PSYC 100 (Introduction to Psychology)
3. 3 or more courses chosen from the “menu”
 - Minimum of 20 units taken (including MKT 450 and PSYC 100) must be unique to the minor (i.e., not be countable toward requirements for the major).
 - Minimum of 16 units of all courses taken for the minor are not offered by the student’s major department

Graduating with MKT Honors: BUAD 393/394 Honors Research Seminar



- Earn a degree distinction
- Invitation in Fall of Junior year based on GPA
- Starts Spring of Junior year – Senior year
- 2 unit class
- Work with Top 10 Marketing Research Faculty
- Research and Develop your Marketing Thesis

Criterion:

- Marshall or Leventhal student
- U3 standing, or above
- Anticipated graduation date between Dec-18 and Aug-19
- Overall USC GPA of 3.3 or greater
- Marshall GPA of 3.5 or greater

Fall 2017 MKT Elective Offerings



MKT	Title	Career Proficiencies	Day/Times
402	Research Skills for Marketing Insights	Gather, analyze and act upon customer data to gain insights and improve marketing effectiveness	MW 12:00-1:50 p.m.
405	Advertising & Promotion Management	Strategy and process to develop, execute & measure Integrated Marketing Campaigns	MW 12:00-1:50 p.m. MW 2:00-3:50 p.m. TTH 2:00-3:50 p.m.
410	Professional Selling	Develop and satisfy customers; Sustain long term relationships	MW 2:00-3:50 p.m.
445	New Product Development & Branding	Build, manage successful brands; product development & testing	M/W 10:00-11:50 am T/TH 12:00-1:50 pm
450	Consumer Behavior & Marketing	Develop evidence-based approaches to guide consumption decisions in line with marketing strategies	MW 12:00-1:50 p.m. MW 2:00-3:50 p.m. TTH 8:00-9:50 a.m. TTH 12:00-1:50 a.m.
465	Global Marketing Management	Develop marketing strategies and programs across countries and cultures	MW 4:00-5:50 p.m.
499	Creating & Marketing Blockbuster Entertainment Franchises	Create/Market Entertainment via smart targeting, positioning, promotions, distribution & franchise mgt.	TTH 4:00-5:50 a.m.