

# Marketing

## Upper Division Electives Panel



Consumer  
Power

Participants:  
Professor Kristin Diehl  
Professor Dennis Schorr  
Professor Therese Wilbur

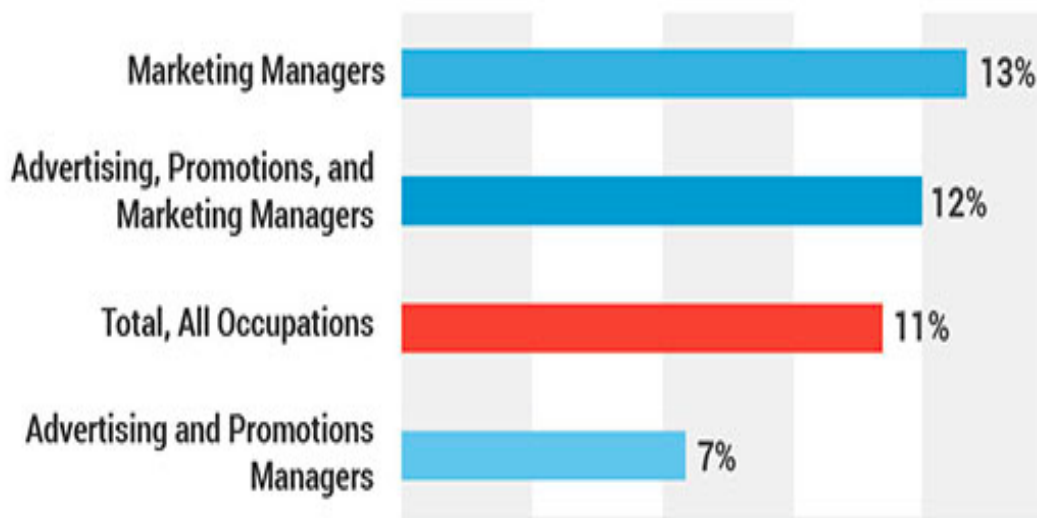
# Questions We Will Answer

- Marketing Career Tracks & Electives
- Internship/Job Search Process
- Presentation Posted on Marshall's Academic Advising Page, Choosing Upper Division Electives

# 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

Median annual wage was \$124,850 in May 2015.

# Marketing Elective Career Tracks

Advertising  
& Promotion

Professional Sales

Academia

Brand/Marketing  
Management or  
Global Marketing

New Product  
Development &  
Licensing

Customer Experience

Marketing Insights or  
Market Research



# Electives vs. BUAD 307

Electives are different than BUAD 307

- Focus on depth

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

# Career Preparation

- Minimum of 3 Marketing Electives
    - Equivalent to our Marketing Minor
1. Gain Resume Builder Experience at USC:
    - TMG: Trojan Marketing Group
    - AIMC: Association of Innovative Marketing Consulting
  2. External Internships



# Successful Marketing Students

Alumna: Tiffany Mikail  
Senior Brand Marketing Manager



May 2015

Marshall School Of Business, Business Administration Major

Roski School Of Art & Design, Communication Design Minor

Post Graduation Roles:

SLS Beverly Hills - Marketing Manager (2015-2016)

sbe - Senior Brand Marketing Manager (2016 - Current)

Prior Marketing Internships:

SLS Beverly Hills - Marketing & PR Intern

SLS Beverly Hills - Marketing & PR Coordinator

The Workshop Collective - Marketing & PR Coordinator





Alumna: Tiffany Mikail  
Senior Brand Marketing Manager



### Electives I Took:

MKT 405: Advertising & Promotion Management

MKT 406: Practicum in Advertising & Promotion Design

MKT 445: New Product Development & Branding

MKT 446: Practicum in New Product Development

JOUR 343: Advertising Design & Production

**Advice:** Take a class that is a practicum

# Career Path: Marketing or Brand Management

- Description

- Managing the 4P's for a brand or company



- Job Titles

- Marketing(or Brand) Assistant, Analyst, Specialist, Coordinator



# Marketing Elective Course Offerings by Career Tracks

## **Brand & Marketing Management**

- MKT 445: New Product Development and Branding
- MKT 440: Marketing Analysis and Strategy
- MKT 465: Global Marketing Management

Alumnus: Ed Melchior

Droga5 Account Management Intern

**Business Administration , May 2017**

**Global Communication Minor**



**Marketing Experience:**

*360i, NY, Account Management & Creative Intern, Summer 2016*

*Situation Interactive, NY, Project Management & Business Development Intern, Summer 2015*

*Trojan Marketing Group, President & Founder,*

Alumnus: Ed Melchior

Droga5 Account Management Intern

**Business Administration , May 2017**

**Global Communication Minor**



**Electives I Took:**

MKT 405: Advertising & Promotion Management

MKT 406: Practicum in Advertising & Promotion Design

MKT 445: New Product Development & Branding

MKT 446: Practicum in New Product Development

**Advice:** Apply the skills your learn in your electives



# Career Path: Advertising & Promotion

- Description
  - Producing & executing any part of Marketing Communication
  - Corporate and Agency Positions
- Job Titles
  - Assistant/Specialist: Acct. Executive, Acct. Planner, Media Planner, Digital Marketing, SEO/SEM, Event Planner, Public Relations

72andSunny

rpa

**MEDIACOM**

MINDSHARE





# Marketing Elective Course Offerings by Career Tracks

## **Advertising & Promotion**

- MKT 405: Advertising and Promotion Management
  - MKT 406: Practicum in Advertising and Promotion Design\*
  - MKT 425: Marketing in a Digital World\*
  - MKT 499: Marketing Data Analytics\*
- 
- \* Spring only

# Career Path: Professional Sales

- Description
  - Managing the sale of products to specific channels (B:B)
  - Entry Level for CPG companies
  - Groomed for upward mobility
- Job Titles
  - Management Development Trainee



# Marketing Elective Course Offerings by Career Tracks

## **Professional Sales & Retail Management**

- MKT 410: Professional Selling
- MKT 415: Sales Force Management
- MKT 430: Retail Management

# Career Path: Global Marketing

- Description
  - Developing marketing strategies and programs across countries and cultures
- Job Titles
  - Global Brand Assistant/Analyst, Export Management & Licensing



# Marketing Elective Course Offerings by Career Tracks

## **Global Marketing Management**

- **MKT 465 Global Marketing**
- **MKT 440: Marketing Analysis and Strategy**
- **MKT 445: New Product Development and Branding**

# Career Path:

## Marketing Insights or Market Research

- Description
  - Developing, executing and analyzing consumer research
- Job Titles
  - Consumer Insights or Marketing Research Assistant/ Analyst





# Marketing Elective Course Offerings by Career Tracks

## **Marketing Insights/Market Research**

- MKT 402: Research Skills for Marketing Insights
- MKT 450: Consumer Behavior and Marketing
- MKT 499: Marketing Data Analytics\*

# Career Path: Customer Experience

- Description

- Analyze customer experience data and detect trends to create recommendations for customer experience business decisions

- Job Titles

- Customer Experience Analyst,  
User Experience Researcher



# Marketing Elective Course Offerings by Career Tracks

## Customer Experience

- MKT 450: Consumer Behavior and Marketing
- MKT 499: Marketing Data Analytics\*
- MKT 402: Research Skills for Marketing Insights
- MKT 425: Marketing in a Digital World\*
- BUAD 493/494 (by invitation)

# Career Path:

## New Product Development & Licensing

- Description
  - Developing and launching new (licensed) products



- Job Titles
  - New Product Development or Licensing Assistant

**NBCUniversal**



# Marketing Elective Course Offerings by Career Tracks

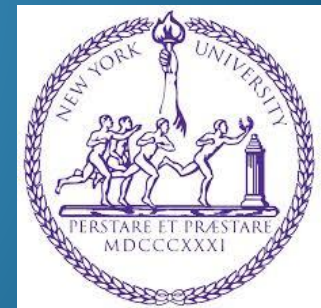
## **New Product Development or Licensing**

- MKT 445: New Product Development and Branding
- MKT 446L: Practicum in New Product Development



# Career Path: Academia

- Description
  - Research, publishing, and/or teaching
  - Marketing
- Job Titles
  - Research Assistant
  - Assistant Professor or Lecturer





# Marketing Elective Course Offerings by Career Tracks

## **Academia**

**MKT 402: Research Skills for Marketing Insights**

**MKT 450: Consumer Behavior and Marketing**

**BUAD 493/494: Honors Research Seminar in Marketing**

# Choosing a MKT Elective Summary

Career Paths	Foundational Elective	Additional Elective Choices (and/or)
Brand/Marketing	MKT 445 or 440	MKT 465, for B:B MKT 410, Advertising & Promotion Course
Global Marketing	MKT 465	MKT Management Course Advertising & Promotion Course
Advertising & Promotion	MKT 405	Digital Marketing Course Practicum MKT 406 Marketing Research Course
Consumer Insights or Market Research	MKT 402	MKT 450 Advertising & Promotion Course
Customer Experience	MKT 450	MKT 402, MKT 499 Marketing Data Analytics Digital Marketing Course
Professional Sales	MKT 410	MKT 415, MKT 430
New Product Development & Licensing	MKT 445	Practicum MKT 446, MKT 440 Marketing Research Course
Academia	MKT 450 and 402	BUAD 493/494 (by invitation)

# 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

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

Develop your own, academic research project from the initial idea to a completed research paper

- Attend research talks with Marketing faculty, Ph.D.'s
- Meet a world-class scholar and work on a 1 on 1 basis
- Learn about the academic research process and career path
- Graduate with honors

# 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

# Searching for Marketing Jobs

- Take Initiative
- Network
  - Determine Industry/Function
- Try Internships
- Just in time hiring





# Marketing Clubs

## Trojan Marketing Group (TMG)

- USC/Marshall Student Org
- Operates as pro bono Ad Agency
- Real Clients
- Develops and EXECUTES campaign
- Application and Selection Process

## Association of Innovative Marketing Consulting (AIMC)

- Marshall Student Org
- Operates as pro bono Marketing Consulting Firm
- Real Clients
- Research and Application and Selection Process
- Develops Marketing Recommendations

# Questions & Answers