

Marketing Elective Career Tracks



Choosing a MKT Elective Summary

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

Marketing Career Preparation

- Recommend a minimum of 3 Marketing Electives
 - Equivalent to a Marketing Minor

And ...

1. Gain Resume Builder Experience at USC:
 - TMG: Trojan Marketing Group
 - AIMC: Association of Innovative Marketing Consulting
2. Seek External Internships

Spring Only Marketing Courses

- MKT 425 Marketing in a Digital World
- MKT 499 Marketing Analytics– **NEW!!**

Requires upper level pre-requisites:

- MKT 406 Practicum in Advertising and Promotion Management
- MKT 446 Practicum in New Product Development and Branding

MKT 499 MARKETING ANALYTICS



Take This Class to:

- Develop skills needed to turn data into better marketing decisions
- Learn how to predict customer behavior and improve marketing effectiveness



Prerequisite: BUAD 307
Time: MW 4:00-5:50pm
Instructor: Professor Anthony Dukes

Selected Employers

YAHOO!

amazon

TARGET

P&G



Google

PRODUCT OR
BRAND MANAGER

ADVERTISING

MARKETING
ANALYST-
CONSULTANT



MKT 425 Marketing in a Digital World

Why Should You Take This Class:

- Understand Social and Digital marketing strategy
- Experiment in deriving strategic insights from social media chatter
- Learn current topics on the connected consumer



Pre-Requisite BUAD 307 or MKT 385 recommended preparations

Time: TTH 2:00-3:50PM
TTH 4:00-5:50PM
Instructor: Dr. Gil Appel



Selected Employers



MKT 406

Practicum in Advertising & Promotion Management



You Should Take This Class If:

- You are interested in hands on development of an integrated marketing campaign for a client from research to pitch to execution
- You want experience working in an agency environment
- You want to build your portfolio



Prerequisite: MKT 405 or PR 340
or by approval

Time: MW 10:00 – 11:50 am

Instructor: Professor Therese Wilbur

ACCOUNT
COORDINATOR
OR ACCOUNT
PLANNER

COPYWRITER
OR ART
DIRECTOR

MEDIA PLANNER

CONSUMER
INSIGHTS
RESEARCHER

Selected Employers

72andSunny

rpa

MEDIACOM

oMD

MINDSHARE

Ogilvy & Mather

WASSERMAN

pmk+bnc

MKT 446

PRACTICUM IN NEW PRODUCT DEVELOPMENT AND BRANDING

You Should Take This Class If:

- You are interested in hands on development of a product from concept to prototypes
- You want to work on cross-disciplinary teams with Engineers and Designers

Prerequisite: MKT 445 or by approval
TTH 2:00-3:50 p.m.
Instructor: Professor Therese Wilbur



**NEW PRODUCT
DEVELOPMENT
OR LICENSING
ASSISTANT**

**MARKETING/
BRAND ASSISTANT**

