

# Fall 2021 MKT 405: Advertising & Promotion Design

T/TH 4-5:50 pm

USC Marshall  
School of Business

## New Partnership with Amazon Advertising

During your semester, you will have the unprecedented opportunity to learn industry-leading ecommerce and digital marketing applications based on Amazon's success.

### What's In it For You

- Resume/Portfolio Builder
- Educational Alliance with Amazon Advertising: unique access to certifications, digital marketing content, guest speakers, and career opportunities
- Create a campaign and pitch for a branded product on an agency team
- Discover industry career paths and gain contacts from guest speakers and an agency tour
- This is one of the MKT 406 pre-requisites: an optional spring only, capstone course

### Relevant Career Paths

**Account Executive, Account Planner, Account Manager, Digital Marketing Analyst, Marketing Assistant/Analyst/Specialist, Media Planner, Social Media Marketer**

### Meet Your Professor



Professor Therese Wilbur, a former global marketing executive for a Fortune 500 company, has extensive advertising experience on both the brand and agency sides. For more than a decade, she directed and launched global campaigns for toymaker Mattel, Inc. and the iconic Barbie doll brand. As a USC professor for the past 15 years, she has instructed student agencies in MKT 406 to develop campaigns for premier clients, such as Amazon, AT&T, FBI, Honda, Subaru, and Universal Pictures. Professor Wilbur is honored to be a two-time recipient of the **“Golden Apple Award for Excellence in Teaching”** by USC Marshall School of Business students.