

Fall 2021 MKT 445: New Product Development & Branding

M/W 2:00-3:50 pm
T/TH 12:00-1:50 pm

USCMarshall
School of Business

Reviews From Fellow Trojans

“The BRP model, concepts, and resume building you taught us really did me a favor in the interviews!”

Switt J., Associate Strategist, Ogilvy, Thailand; Student 2019

“This class is hands down the best marketing course that I have undertaken throughout my bachelor studies!” Lynn B., Digital Growth Consultant, Google, Switzerland; Student 2018

What's In it For You

- Resume/Portfolio Builder
- Conduct a Brand Audit and develop a New Product Proposal on a brand management team
- Experience the role of a Brand/Product/Marketing Manager
- Discover the world of Brand Management and related career paths with alumni guest speakers
- Advance to MKT 446: an optional, spring only capstone course intersected with designers and engineers

Relevant Career Paths

Consumer Products Manager, Entrepreneurs, Licensing Products Manager, Brand/Product/Marketing: Assistant, Analyst, Manager, Specialist or Strategist; Marketing Consultant

Meet Your Professor



Professor Therese Wilbur, a former global marketing executive for a Fortune 500 company, has in-depth Consumer Package Goods experience in both branding and new product development. For more than a decade, she created and executed brand, product, and global strategies for toymaker Mattel, Inc. and the iconic Barbie doll brand. As a USC professor for the past 15 years, 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. With a commitment to alumni career development, she continues to serve as a mentor to many of her former MKT 445 students who now work in marketing management careers across industries and around the world.