

# Spring 2022 MKT 445: New Product Development & Branding

M/W 6:00-7:50 pm

**USC** Marshall  
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

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

## 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.