

MKT 446 Practicum in New Product Development & Branding

Spring 2022
T/TH 2-3:50 pm

USC Marshall
School of Business

A one-of-a-kind, inter-disciplinary Undergraduate class offered in no other business school

What's In it For You

- Resume/Portfolio Builder that differentiates you vs. all other UG students
- Advance your team working and communication skills by 2-3 years vs. comparable UG students
- Lead and experience inter-disciplinary teamwork with Viterbi Electrical Engineers and OTIS Designers
- Develop a product from concept to works like and looks like prototypes, along with a Marketing plan
- Collaborate on UX/UI design and development

Relevant Career Paths

Change Management Consulting, Design Thinking & Innovation Managers, Entrepreneurs, Growth Managers, Product/Licensing Managers, Research & Development Managers

Pre-requisite Waiver: If you have not taken MKT 445, I will approve a pre-requisite waiver you can request from your adviser to enroll in the class. Class is exclusive to juniors and seniors.

Meet Your Professor



Professor Therese Wilbur, a former global Marketing Executive at Mattel, Inc. led product development teams to define, design, develop, launch, and promote 2 new global product lines per year. She was awarded Marshall's Innovation in **Teaching & Learning award** for creating this class. Professor Wilbur has been honored as a two-time recipient of the **Golden Apple Award** for excellence in teaching by Marshall students. As a USC Professor for the past 15 years, she has observed her former 446 students become successful innovators across industries and around the world.