

Marketing Capstone: From Strategy to Execution
MKT 488

Who should take this class?

- Junior and Seniors
 - who are interested in careers in marketing, consulting, and/or finance.
 - who want to create imaginative and effective marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives.

Why take this class?

- Learn by doing.
 - o Course uses a marketing strategy business simulation
 - o Lectures, discussions, and guest speakers
 - o No textbook
- Develop and deepen
 - o An understanding of Marketing's role in business
 - o Ability to use Marketing tools, frameworks, & analyses

FAQs

- Students choose their own teams
- 50% of grade based upon teamwork, 50% of grade based upon individual performance
- Course counts towards a Marketing emphasis
- Individual deliverables include; midterm, final, and one two-page paper

Any question? Please contact Professor Priester at priester@usc.edu.