

MRKT PATHWAYS OVERVIEW

ALIST

The Applied Learning in Societal Transformation (A-LIST) pathway focuses on understanding diverse consumer cultures and promoting inclusive societal change through marketing.

MA

The Marketing Analytics (MA) pathway focuses on developing actionable strategic insights by collecting and interpreting information from the marketplace.

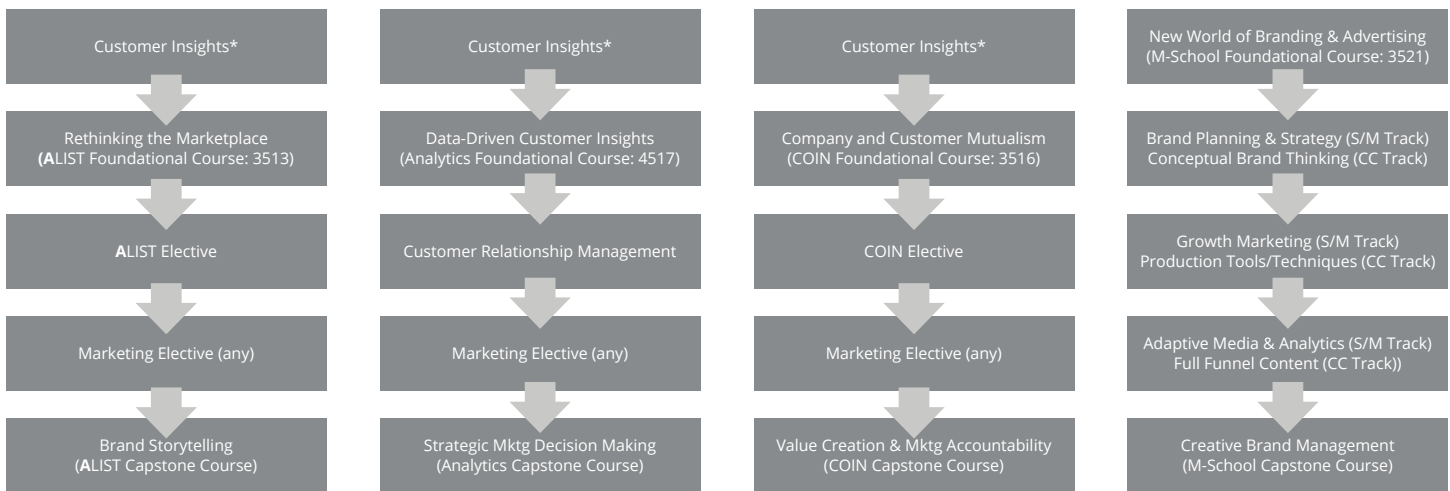
COIN

The Congruity Of Interests (COIN) pathway (formerly 3CV) focuses on developing and delivering sustainable value to stakeholders in the form of products, services, and experiences.

M S C H O O L -

The M-School pathway focuses on developing disruptive communications through innovative brand strategy/management (S/M track) and cutting-edge content creation (CC track).

CURRICULUM MAP



***NOTE:** All pathways require 5 classes (20 units). Customer Insights (3512) is a new course needed by COIN, A-LIST, and MA pathway students who have NOT taken a pathway foundation course. If you passed or are currently passing Consumer Behavior (3515) OR Marketing Analytics (3517) OR Rethinking the Marketplace (3513), then Customer Insights (3512) is NOT required but may be taken as an elective. If you have already taken BOTH Consumer Behavior (3515) AND Marketing Analytics (3517), you may NOT take Customer Insights (3512) because it is redundant. If you have NOT taken any pathway foundation course: 1) OK to enroll in 3512 simultaneously with 3513 or 3516, 2) OK to enroll in 3513 or 3516 before taking 3512.

FALL 2020 COURSES

- Customer Insights
- Rethinking the Marketplace
- Sports Marketing
- Entertainment Marketing
- Psychology of Health & Mktg
- Marketing Law
- Brand Storytelling

- Customer Insights
- Data-Driven Customer Insights
- Strategic Mktg Decision Making

- Customer Insights
- Company & Customer Mutualism
- Pricing Goods & Services
- Professional Selling
- Psychology of Health & Mktg
- Brand Management
- Managing User Experience
- Marketing Law
- Advertising & Promotion Mgmt
- Value Creation & Mktg Acctbility

- New World of Branding & Adv.
- Adaptive Media & Analytics
- Full Funnel Content Creation
- Marketing Creativity Tools (1 unit)
- Advertising Account Mgmt

PROPOSED COURSES FOR SPRING 2021 & BEYOND (FALL 2020 COURSES MAY ALSO BE OFFERED SPRING 2021 & BEYOND)

- Bottom-Up Mktg Innovation
- Sustainable Mktg Enterprises
- Business & Capitalism in Society
- Modern Consumer Culture
- Non-Profit Marketing
- Public Policy & Marketing
- Business & Global Entertainment
- Branded Content for Soc. Impact

- Customer Relationship Mgmt
- Data-Driven Customer Insights
- Strategic Mktg Decision Making

- Advertising & Promotion Mgmt
- Competitive Strategy
- Mktg Strategy in Global Env.
- New Product Development
- Supply Chain Mgmt & Logistics
- Managing Retail & Service Bus.
- Business to Business Mktg
- Sustainable Mktg Enterprises
- Psych. of Selling & Consuming

- Conceptual Brand Thinking
- Growth Marketing
- Production Tools & Techniques
- Creative Marketing Studio
- Personal Brand Mgmt (1 unit)
- Making Virtual a Reality (1 unit)



Applied Learning in Societal Transformation (A-LIST)

OVERVIEW

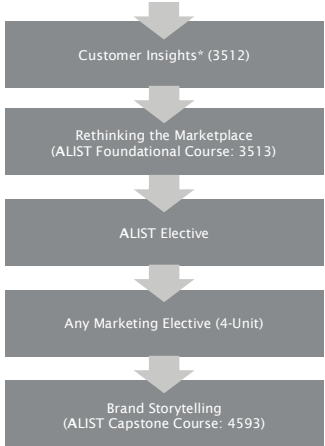
A-LIST focuses on understanding diverse consumer cultures & promoting inclusive societal change.

WHO SHOULD ENROLL?

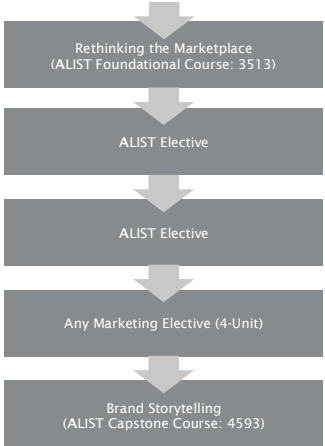
Students interested in Culture & Society, Sports & Entertainment, Diversity & Inclusion, or Social Enterprises (e.g., purpose-driven businesses, non-profits, social movements). Past projects for industry partners include: Jessica Alba’s Honest Company, Vector 90 (w/ Nipsey Hussle), NBA Players’ Association, Sony Pictures, Impossible Burger, Guayaki Yerba Mate, PigOut Foods (w/ Snoop Dogg), City of Compton.

CURRICULUM MAP

FLOWCHART FOR STUDENTS WHO HAVE NOT COMPLETED 3513



FLOWCHART FOR STUDENTS WHO HAVE COMPLETED 3513



***Note:** For A-LIST students who have not taken 3513, Customer Insights (3512) is a new required course that may be taken simultaneously with 3513. For students who have already taken 3513, 3512 is not required but may be taken as an A-LIST elective.

FALL 2020 A-LIST ELECTIVES LIST

- Sports Marketing
- Entertainment Marketing
- Marketing Law (New)
- Psychology of Health & Marketing (New)
- Customer Insights* (see above)
- Any other 4-unit Marketing Course, including other Pathway Foundation courses, may be taken as the “Any Marketing Elective” slot.

PROPOSED A-LIST ELECTIVES FOR SPRING 2021 & BEYOND
(Fall 2020 courses may also be offered Spring 2021 & beyond)

Business & Global Entertainment, Branded Content for Social Impact, Business & Capitalism in Society, Non-Profit Marketing, Public Policy & Marketing, Modern Consumer Culture, Bottom-Up Marketing Innovation, Sustainable Marketing Enterprises. *Foundation & Capstone courses offered every semester.*



Marketing Analytics (MA)

OVERVIEW

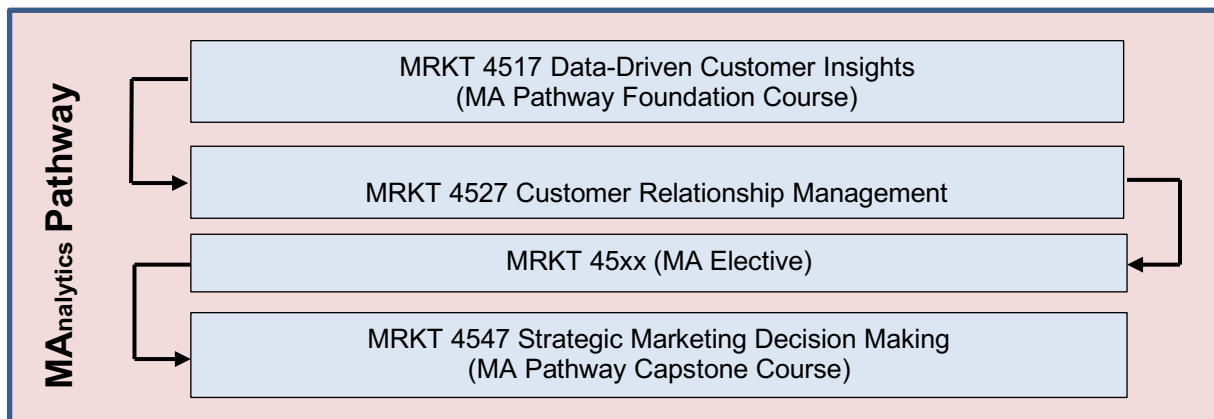
Marketing Analytics focuses on helping organizations manage, analyze, and interpret the massive amount of marketing data (scanner data, online data, social media data, primary and syndicate research) available to make better and more informed decisions.

WHO SHOULD ENROLL?

Students interested in careers in Digital Media, Data Analytics, Consulting, Marketing Research, Non-Profit Sector, Start-Up Firms.

CURRICULUM MAP

MA students who have not already taken 3517 should begin the pathway by taking **Customer Insight (MRKT 3512)**. 4517 should be taken after 3512. MA students who have already taken 3517 may complete the pathway by taking 4517, 4527, an upper division marketing elective, and 4547.



Note: For Fall 2020 only, 4517 and 4547 can be simultaneously enrolled.



Congruity of Interests (COIN)

OVERVIEW

- COIN students learn how to assess customer needs and then develop products and services that can *reliably, resourcefully, and respectfully* address these needs while providing sufficient profitability for the firm to assure its sustainability, continuity of jobs for employees, and contributions to the larger society of which it is a part.
- COIN focuses on acquiring the analytical *insights and skills* needed to understand how value is created, and the *tools* essential to measuring organizational effectiveness in delivering this value.

WHO SHOULD ENROLL?

Creative Problem-Solvers desiring to innovate and implement strategies that help firms create, leverage, and transfer meaningful value to customers, partners, and society at large while making a profit.

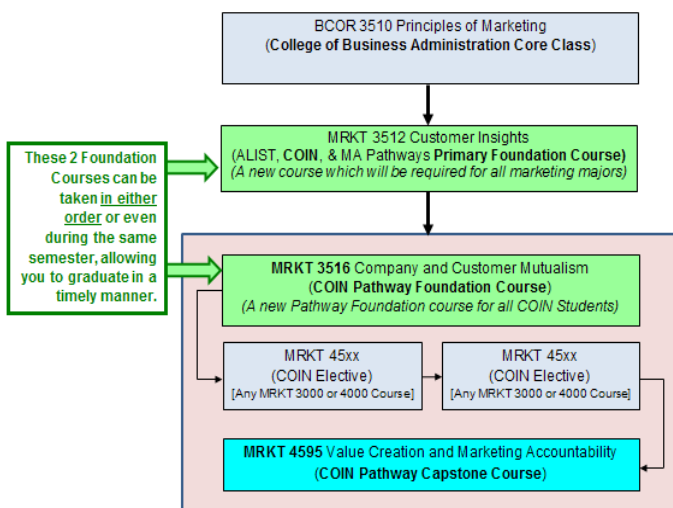
CURRICULUM MAP

- MRKT 3512 Customer Insights (**Marketing Major Foundation**)
- MRKT 3516 Company & Customer Mutualism (**COIN Pathway Foundation**)
- Two Electives (**Any Marketing Electives, including any other Pathway Foundation Courses**)
- MRKT 4595 Value Creation and Marketing Accountability (**COIN Pathway Capstone**)

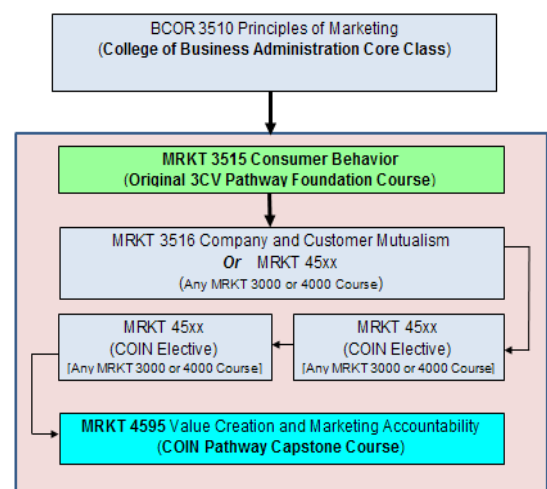
FALL 2020 ELECTIVES LIST

- | | |
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| <ul style="list-style-type: none"> • Pricing Goods and Services • Sports Marketing • Marketing Law (New) • Psychology of Health & Marketing • Advertising & Promotion Management | <ul style="list-style-type: none"> • Managing User Experience • Rethinking the Marketplace • Data-Driven Customer Insights • Brand Management • Entertainment Marketing |
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COIN Pathway Curriculum Flowchart for Students That Have Not Completed MRKT 3515



COIN Pathway Curriculum Flowchart for Students That Have Completed MRKT 3515





The M-School

OVERVIEW

The M-School focuses on building purpose-driven brands through creative marketing.

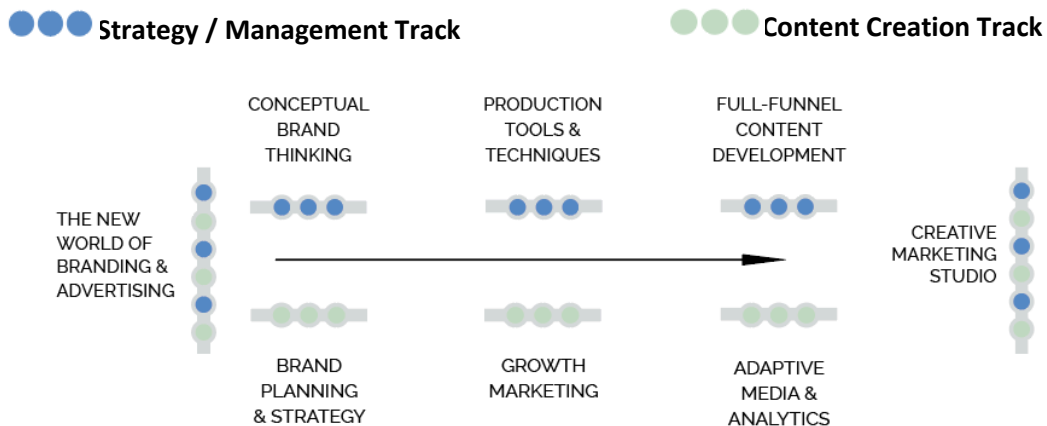
WHO SHOULD ENROLL?

The M-School offers two tracks of study: 1) Strategy & Brand Management and 2) Content Creation.

Strategy & Brand Management Track focuses on advertising and branding strategy, media strategy, account and client management, growth marketing and performance marketing (paid search and paid social media). Students in this track solve strategic business issues for real-world clients. Past clients include Beyond Meat, LA Dept of Public Health and Dollar Shave Club.

Content Creation Track focuses on creating compelling branded content, pre- and post-production tools and techniques, and how to develop full-funnel content that works throughout the digital/social media landscape. Students in this track will develop a creative portfolio of their work. This track is geared towards students who would like to develop and apply their skills in creative writing, graphic design, video, storytelling, social media, photography, website development and more.

CURRICULUM MAP

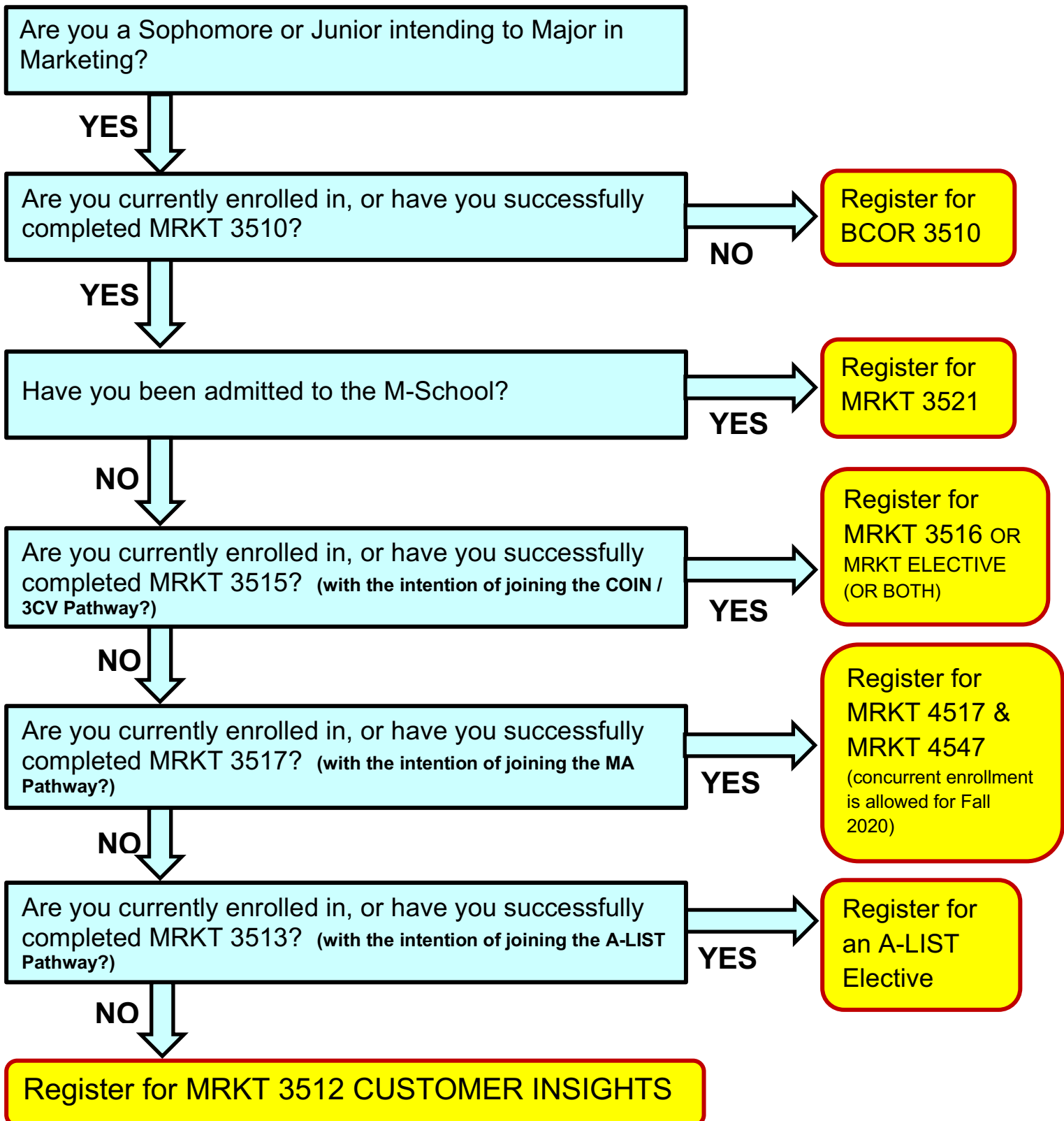


OTHER DETAILS

Applications: M-School is an application-based program. Beginning Fall 2020, students will apply in the Fall semester of their sophomore year to be considered for one of the two tracks. Students may apply for one specific track or both tracks if unsure.

Cohorts: M-School is a fixed-course menu. Participants are required to take all five track specific courses in sequence with their cohort.

MARKETING MAJOR DECISION CHART FOR FALL, 2020 ENROLLMENT



Marketing Major – FAQs

General

1. How can I complete a Marketing Major?

By completing the requirements for one of four pathways in Marketing

2. What are the pathways?

There are four possible pathways, each providing specialized, in-depth education on aspects of Marketing. The four pathways are as follows:

A-LIST

Marketing Analytics

COIN

M-School

3. When should I choose a pathway?

You should choose a pathway in your sophomore year.

4. Can I choose any pathway I want to pursue?

You may choose A-LIST, Marketing Analytics, or COIN pathways without application. M-School pathway requires an application. See the M-School website for more info (<http://m.school>).

Fall, 2020, Coursework in Specific Pathways

1. Are there courses I should have successfully completed or be currently enrolled in during Spring 2020, before I can register for courses in specific pathways?

You should be currently (i.e., Spring, 2020) enrolled in, or have successfully completed MRKT 3510 before registering for a pathway.

2. I have been admitted to the m-school pathway. What course(s) should I register for in Fall 2020?

You are required to register for MRKT 3521 in Fall, 2020.

3. My choice is the MA pathway. What course(s) should I register for in Fall 2020?

It depends on your prior course work.

If you are currently (i.e., Spring, 2020) enrolled in, or have successfully completed MRKT 3517, you need to register for MRKT 4517 AND MRKT 4547 in Fall, 2020 (concurrent enrollment is allowed for Fall 2020).

If you are **not** currently (i.e., Spring, 2020) enrolled in, or have **not** successfully completed MRKT 3517, you are required to register for MRKT 3512 in Fall, 2020.

4. My choice is the COIN pathway (formerly 3CV). What course(s) should I register for in Fall 2020?

It depends on your prior course work.

If you are currently (i.e., Spring, 2020) enrolled in, or have successfully completed MRKT 3515, you may register in the Fall 2020 semester for MRKT 3516 (recommended) or any 4-unit MRKT elective, or the COIN Capstone course (4595 Value Creation and Marketing Accountability) if you have already taken all of your electives.

If you are **not** currently (i.e., Spring, 2020) enrolled in, or have **not** successfully completed MRKT 3515, you are required to Register for MRKT 3512 in Fall, 2020. Simultaneous enrollment in 3512 and 3516 is allowed for Fall 2020.

5. My choice is the A-LIST pathway. What course(s) should I register for in Fall 2020?

It depends on your prior course work.

If you are currently (i.e., Spring, 2020) enrolled in, or have successfully completed MRKT 3513, you may register for one or more A-LIST electives.

Otherwise, you are required to enroll in MRKT 3512 in Fall, 2020. Simultaneous enrollment in 3512 and 3513 is allowed for Fall 2020.