

Career Insights Seminars
Fall 2021 Term One, NP, Program Requirement

COURSE DESCRIPTION

Many who enter the Marshall MBA program have already formulated distinct career objectives; many others have not. Current trends suggest that, over a lifetime, each of us may work in as many as four to six distinctly different fields, holding as many as eight to twelve distinctly different roles. The implication of this is that job and career satisfaction, for many people, will not be a single destiny, but, instead, an evolving journey.

Developing strategies for lifelong career management and taking action on those strategies is the key to successfully managing one's career and to exploring, identifying, and landing satisfying roles throughout a lifetime. To support our students in this effort, this course will deliver industry insight sessions to enable the student to improve industry awareness and gain a deeper understanding of the future of the business and industry.

COURSE OBJECTIVES

The design of the course is through self-discovery, learning and exploration, with several objectives in mind. First, it exposes our MBA students early on to the language, issues, and skill sets necessary for specific functional specialties, beyond the topics in the academic core curriculum. Second, the increased exposure to industries, functional roles, and future of the business and industry should play well as students prepare for internship interviews. Third, the relatively exhaustive review of each career path should facilitate the students' ability to discover a challenging and rewarding career path.

LEARNING OBJECTIVES:

Students can expect to learn about

- Functional roles across business disciplines that may offer career growth and satisfaction, including insights into the future of the business and industry.
- The skills required to compete in the competitive MBA marketplace including MBA-level resume development, interviewing, and networking skill.
- Contemporary MBA careers, the players, functional roles, and industries, including consulting, marketing, finance, operations in major industries including technology, real estate, consumer goods, e-commerce, media and entertainment.

Zoom Delivery: All sessions will be virtual via Zoom and will feature recent alumni panelists discussing career paths and sharing industry-specific and functional role information. After each session, time will be allocated for Zoom networking between students, and alumni guest panelists.

- There will be **one Zoom log-in for each day. You will receive 4 invitations to register for each of the seminar days.**
- Students will not be required to log-off after sessions. In between sessions, students may mute and turn-off video until the start of the next session.
- **Please be sure that you have pre-registered for each seminar day.**

Dress/Zoom Background: Students are required to attend 8 sessions to fulfill program requirements. Attendance will be taken automatically via Zoom. There will be 15 moderated sessions. Dress for each session is smart, business casual. Please remember to use an appropriate Zoom background.

Participation: Students are expected to have cameras on during the Career Insights Sessions. Please advise me if you have circumstances under which you will not be able to meet these expectations.

The quality of learning experience depends substantially on the level of informed participation during each session. Active participation in this course involves adding value to the overall learning environment of the class. It involves proactive and meaningful comments during each session. The quality of your contribution to class discussion is a function of whether your comments:

- Reflect an accurate and thoughtful understanding of the topic;
- Provide new insight or draw on relevant personal/professional experiences;
- Rely on facts, evidence, and logic (not just opinion)

Course Credit:

Students are required to attend 8 sessions and actively participate in discussions to fulfill program requirements.

Waiver Policy:

Students in any of the following categories may request a waiver from this program requirement.

- Obligation to return to “sponsoring” employer
- Commitment to return to active duty military service
- Documented post-graduation “non-seeking” employment status
- Documented summer internship offers and acceptance

Students must submit their written request with supporting documentation to the Academic Director of the Full-Time MBA Program and Assistant Dean & Director of Graduate Career Services at least 5 days before the first scheduled “Career Insights” session.

Schedule of Sessions – Fall 2021

Date	Time	Topic
Saturday July 31 st	8:30 – 9:30 am	Panel #1 Consulting
Saturday July 31 st	9:50 – 10:50 am	Panel #2 Entertainment/Media/Gaming
Saturday July 31 st	11:10 – 12:10 pm	Panel #3 Technology
Saturday July 31 st	12:45 – 1:45 pm	Panel #4 Financial Services - Buy Side-Sell Side
Friday August 6 th	1:00 – 2:00 pm	Panel #5 Corporate Finance
Friday August 6 th	2:15 – 3:15 pm	Panel #6 Consumer Product Goods (CPG)
Friday August 6 th	3:30 – 4:30 pm	Panel #7 Product Marketing & Product Management
Friday August 6 th	4:45 – 5:45 pm	Panel #8 Corporate Strategy
Friday August 13 th	8:30 – 9:30 am	Panel #9 Healthcare/Biotech
Friday August 13 th	9:50 – 10:50 am	Panel #10 Sales, Business Development, Customer Success
Friday August 13 th	11:10 – 12:10 pm	Panel #11 Digital Marketing, Growth Marketing, Customer Acquisition
Friday August 13 th	12:45 – 1:45 pm	Panel #12 Brand Marketing
Friday August 27 th	8:30 – 9:30 am	Panel #13 Global Supply Chain, Logistics, Distribution
Friday August 27 th	9:50 – 10:50 am	Panel #14 Entrepreneurship, Venture Capital
Friday August 27 th	11:10 – 12:10 pm	Panel #15 Real Estate
Friday August 27 th	12:45 – 1:45 pm	Panel #16 Social Impact, Social Enterprise

Panel Descriptions and Recommended Pre-Readings

Panel #1 – Consulting

This session will introduce the consulting industry including the growth and evolution of consulting, breadth of firms and practice areas, and experience, skills, and preparation necessary to be successful. Targeted outcome is to quick start the efforts of our students to “find their fit” in this broad and evolving industry. The program will begin with an industry overview by Jack Ringquist, GSL for the Consulting industry, followed by a moderated panel of recent alum currently working in consulting.

Recommended Vault Guide Readings:

- <https://access.vault.com/industries-professions/industries/consulting>
- <https://access.vault.com/industries-professions/industries/information-technology-consulting>

Panel #2 - Entertainment/Media/Interactive Gaming

This session will provide an overview and insight to the career paths available within the entertainment, gaming, and sports sectors. The program will begin with an industry overview by Peter Campbell, GSL for the Entertainment industry. He will moderate a panel of recent alum who will provide guidance on effective recruiting strategies, where they see future opportunities, and share their personal career journey. Because of the wide variety of segments in these industries, we will concentrate on elements that overlap by exploring functional differences between these industries and others and the critical skillsets needed for long-term success.

Recommended Vault Guide Reading:

- <https://access.vault.com/vault-guides/vault-guide-to-media-entertainment/9781438191805>

Suggested Readings:

- Deadline Hollywood <https://deadline.com/>
- The Hollywood Reporter <https://www.hollywoodreporter.com/>
- Variety <https://variety.com/>
- The Wrap <https://www.thewrap.com/author/the-hollywood-reporter/>
- Engadget <https://www.engadget.com/>

Panel #3 – Technology

Emerging disruptive innovations are accelerating the necessity to “adapt or die”. The tech industry is no longer limited to the traditional segments - hardware and related equipment, software, Internet, and social media. With the advent of artificial intelligence, augmented/virtual reality, blockchain and more career opportunities in this sector also include industries such as agriculture, communications, energy, healthcare, entertainment, financial services, manufacturing, media, retail, services, and transportation. A panel of recent alums will share a deeper dive into the nuances of their own career experience to help students understand the “day in the life of...”

Recommended Vault Guide Readings:

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- <https://access.vault.com/vault-guides/vault-guide-to-it-engineering/9781438191607/view-guide>
- <https://access.vault.com/vault-guides/vault-guide-to-it-engineering/9781438191171/view-guide>

Suggested Readings:

- WSJ <https://www.wsj.com/news/technology>
- Forbes <https://www.forbes.com/innovation/#2f72d7626834>
- USA Today <https://www.usatoday.com/tech/>
- Business Insider Tech <https://www.businessinsider.com/sai>
- TheVerge <https://www.theverge.com/tech>
- Engadget <https://www.engadget.com/>

Panel #4 - Financial Services (Buy Side-Sell Side)

This session will explore the most common MBA career paths in financial services, focusing on the sell side and buy side career treks. We will give insights into the job opportunities in investment banking, corporate banking, investment management and private equity, among others, as well as discuss how to prepare for recruiting and building the skillset needed. After the industry overview by Marina Mesin-Zagar, the GSL for Financial Services industry, a panel of recent alums from sell side and buy side will share “day in a life of...” insights, share their experiences and advice how to successfully position yourself for a career in financial services.

Recommended Vault Guide Readings:

- <http://access.vault.com/industries-professions/industries/commercial-banking.aspx>
- <http://access.vault.com/industries-professions/industries/investment-banking.aspx>
- <http://access.vault.com/industries-professions/industries/wealth-management.aspx>
- <http://access.vault.com/industries-professions/industries/investment-management.aspx>

Other Resources:

- <https://www.wallstreetprep.com/knowledge/sell-side-vs-buy-side/>
- <https://www.wallstreetprep.com/knowledge/about-investment-banking/>
- <https://www.investopedia.com/articles/professionals/111015/investment-analyst-career-path-and-qualifications.asp>
- <https://www.wsj.com/news/markets>
- <https://www.bloomberg.com/>
- <https://clubs.marshall.usc.edu/mfa/about-us/>

Panel #5 - Corporate Finance

This session will provide insight into the variety of functional roles within Corporate Finance, such as Financial Reporting and Control, Financial Planning and Analysis, Treasury, Capital Budgeting, Risk Management and Corporate Development. A moderated panel of recent alums that work in corporate finance will discuss each of the career paths and career progressions, analyze the desired skills for various groups, and explore the building blocks of a successful career in Corporate Finance.

Resources:

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- <https://www.businessinsider.com/clusterstock>
- <https://corporatefinanceinstitute.com/resources/careers/map/corporate/>
- <https://corporatefinanceinstitute.com/resources/careers/map/corporate/fpa-analyst-career/>
- <https://corporatefinanceinstitute.com/resources/careers/map/corporate/treasury-job-career-path/>
- <https://fortune.com/tag/term-sheet/>

Panel #6 - Consumer Product Goods

This session will provide an introduction to the consumer packaged goods industry including an overview of the various industry segments and companies (e.g., apparel & footwear, food & beverage, personal care, etc.), the impact of digital and rapidly evolving consumer preferences, the roles that typically target MBA talent, and the experience, skills and preparation necessary to be successful. A panel of recent alums from various industry segments will share a deeper dive into the nuances of each career experience to help students understand the “day in the life of...”

Recommended Vault Guide Readings:

- <https://access.vault.com/industries-professions/industries/general-consumer-products>
- <https://access.vault.com/industries-professions/industries/automotive-manufacturing>
- <https://access.vault.com/industries-professions/industries/fashion-and-apparel>
- <https://access.vault.com/industries-professions/industries/food-and-beverage-production>
- <https://access.vault.com/industries-professions/industries/personal-care-products>
- <https://access.vault.com/industries-professions/industries/toys-and-games>

Panel #7 - Product Management and Product Marketing Management

Product Managers deliver differentiated solutions (products or services) to fit market needs and drive profitability. Product Marketing Managers communicate the product’s value to the market, gather feedback from customers and communicate customer needs to the product team. Sharon Tom, 2012 alum will discuss the practical differences and lead a discussion with recent alum to share their typical “day in the life”.

Recommended Vault Guide Readings:

- <http://access.vault.com/industries-professions/professions/p/product-development-directors.aspx>

Suggested Readings:

- <https://blackboxofpm.com/managing-and-developing-product-managers-2f9a3963fab6>
- <https://www.rocketblocks.me/product-management.php>
- <https://www.productschool.com/> Lean Startup” by Eric Ries
- <http://theleanstartup.com/principles; “Escaping the Build Trap: How Effective Product Management Create Real Value” by Melissa>

Panel #8 - Strategy & Corporate Development

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This session is intended to provide an overview of Strategy and Corporate Development career options across different industries. The objective is to expose first year students to the most popular, high demand MBA graduate career opportunities in Strategy and Corporate Development with specific emphasis on highlighting the role and impact of each function and how they work together to help businesses achieve their strategic goals. A panel of recent alums from each of these areas will share a deeper dive into the nuances of each career experience to help students understand the “day in the life of...”

Resources:

- <http://careers-in-business.com/sp.htm>
- <https://www.mergersandinquisitions.com/corporate-development-careers/>

Panel #9 - Healthcare

The healthcare industry provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. This session will provide a brief overview of the traditional healthcare industry segments –biotechnology, pharmaceutical, medical devices and services. Following the overview Lori Babigian, GSL for the Healthcare industry will lead a moderated discussion with recent alums who will share their experiences and advice on how to successfully position yourself for a career in Healthcare.

Recommended Vault Guide Readings:

- <https://access.vault.com/industries-professions/industries/medical-equipment-manufacturing;>
- <https://access.vault.com/vault-guides/vault-guide-to-pharma-healthcare/9781438191256>

Suggested readings:

- WSJ <https://www.wsj.com/news/business/health-industry>
- Fierce BioTech <https://www.fiercebiotech.com/medtech>
- Endpoints News: <https://endpts.com/>
- Mass Device <https://www.massdevice.com/>
- BioSpace <https://www.biospace.com/>

Panel #10 - Sales, Business Development, Customer Success

B2B software companies hire for Customer Success, whereas other industries call this role sales or business development. Irrespective of the specific title, these professionals own the customer relationship from prospecting, needs assessment through sale, owning the post-sales process across deployment, maintenance, and updates/upgrades. A panel of recent alums will share a deeper dive into the nuances of their respective roles to help students understand the “day in the life of...”

Recommended Vault Guide Readings:

- <http://access.vault.com/industries-professions/professions/b/business-development-managers-and-directors.aspx>

Panel #11 - Growth Marketing, Customer Acquisition, Digital

This session will discuss the various marketing roles that are responsible for generating revenue and/or engagement growth executed through digital campaigns, turning browsers into buyers. A moderated panel of recent alums share their experiences and advice how to successfully prepare yourself for these very data-driven roles while at Marshall.

Recommended Vault Guide Readings:

- <https://www.vault.com/industries-professions/professions/d/digital-advertising-and-marketing-workers>

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Suggested Readings:

- <https://growthhackers.com/posts>; <https://www.socialmediaexaminer.com/>
- <https://www.digitalmarketer.com/digital-marketing/>

Panel #12 - Brand Management

Brand Management is a function under the broader Marketing function that uses techniques to maintain and increase the value of a product line or brand over time in the consumers' mind. Market research and competitive positioning analytics are key responsibilities. Day to day responsibilities can vary widely by company. Consumer insights gained from online and offline advertising, promotion, partnerships, merchandising, social listening aid in the iteration and execution to achieve profitable growth. Recent alum will share their typical "day in the life".

Recommended Vault Guide Readings:

<https://www.vault.com/industries-professions/industries/marketing>

Suggested Readings: *Top 10 regular reading recommendations from Prof. Badame:*

- *Ad Age; Adweek; American Marketing Association; Apple News; Beverage Daily; Brand Channel; Brick Meets Click; Business Insider Select; The Business of Fashion; Candy Industry*

Panel #13 - Global Supply Chain & Logistics Distribution

Global supply chain and logistics is the process of managing the flow of goods through the supply chain, from the place where they are made to the place where they are consumed and includes return processing for unwanted/defective goods. The program will begin with function overview by Jay Ding, GCS Career Advisors for Working Professionals. He will moderate a panel of recent alum who will provide guidance on effective recruiting strategies, where they see future opportunities, and share their personal career journey.

Recommended Vault Guide Readings:

<http://access.vault.com/industries-professions/industries/operations-and-logistics.aspx>
<http://access.vault.com/industries-professions/professions/s/supply-chain-managers.aspx>
<http://access.vault.com/industries-professions/industries/manufacturing.aspx>
<http://access.vault.com/industries-professions/professions/p/purchasing-agents.aspx>
<http://access.vault.com/industries-professions/professions/l/logistics-analysts.aspx>

Other Resources:

- Operations Management Club resource page <https://clubs.marshall.usc.edu/omc/home/>

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- Useful websites include Digital Supply Chain, Supply Chain 24/7, Logistics Matter. Podcast recommendation Supply Chain Brain “Let’s talk supply chain

Panel #14 - Real Estate Industry

The Building Blocks of Real Estate – experienced industry professionals will give an overview of different types of real estate: from land and residential, to commercial and Industrial. They will discuss areas within RE Industry, such as acquisitions, development, sales and marketing, and asset management.

Resources:

- <https://lusk.usc.edu/>

Panel #15 - Introduction to the Greif Center for Entrepreneurial Studies

The Greif Center offers a portfolio of programs that help students get the real-world skills and knowledge that support entrepreneurial success and the development of an entrepreneurial mindset. This session is acquainting students with the wide variety of resources offered throughout the school year that connect students with resources and programs on campus and throughout the greater Los Angeles area. The Greif Center provides mentoring, physical and financial resources through the Blackstone LaunchPad, the USC/Marshall Incubator, and the Marshall Venture Fund.

Resources:

- <https://www.marshall.usc.edu/departments/lloyd-greif-center-entrepreneurial-studies>
- <https://www.marshall.usc.edu/departments/lloyd-greif-center-entrepreneurial-studies/student-programs/incubators-accelerators>