



# USC Marshall Recruiter Handbook

## 2023-2024

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**USC Marshall**

School of Business

*Undergraduate Career Services*





JILL AND FRANK FERTITTA HALL

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Dear Recruiters:

This is an exciting year for us with our undergraduate program ranked #1 by Poets and Quants across all undergraduate business programs in the country. This ranking is a testament to the quality of our students and programs, and also our strong partnership with all of you.

This year also sees the launch of new joint degrees, which provide our students valuable formal cross-disciplinary opportunities to focus their education. These degrees are: *BS AI for Business* (in partnership with Viterbi School of Engineering), and *BS Accounting and Finance* (joint between Marshall and Leventhal) that focuses on finance education with accounting skills. These degrees join our impressive array of programs that include: *BS in Business of Cinematic Arts* (joint with School of Cinematic Arts); *Accounting*; *World Bachelor of Business*; and *Business Emphases* of Business Analytics, Communication, Entrepreneurship and Innovation, Finance, International Relations, Leadership and Innovation, Marketing, Real Estate Finance, and Risk Management.

With cutting edge analytics and cross-disciplinary pathways, our students build their skills from a highly rigorous curriculum that gives them technical knowledge and also provides them with varied experiential opportunities to enhance their interpersonal and leadership skills.

### **Real-World Experiences with Global Fluency**

Beyond the curriculum, students also have opportunities to enhance their skills by engaging with student organizations, pro-bono consulting engagements and volunteerism, along with hands-on experience from diverse internship opportunities.

In addition to a USC student community with representation from 128 countries, a large number of Marshall students participate in international programs each year, instilling in them a global perspective that is critical

to the makeup of a 21st century business professional. As one recent graduate proudly stated, “it takes the world to make a Marshall graduate.”

USC Marshall School of Business offers a diverse group of talented, motivated, and skilled undergraduates ready to take on exciting internships and full-time opportunities. Our students have risen to the challenges posed by a global pandemic, and have demonstrated resilience, adaptability, and perseverance. They are stronger than before and are ready to join the efforts to rebuild the global economy. We call upon you to join the USC community of faculty, centers of excellence, administrators and accomplished alumni, to continue to promote the growth and development of these talented students.

### **Working Together**

Whether you are a new or longtime recruiting partner, we value your interest in USC Marshall and USC Leventhal students and look forward to working with you to develop a customized recruitment strategy and build a presence on campus.

We encourage you to explore the many ways to partner with Marshall Undergraduate Career Services, whether it is through our multifaceted corporate sponsor programs or by participating in our recruiting and career development initiatives.

We are pleased to continue the collaboration between USC Marshall Undergraduate School of Business and Handshake, the leading career management platform. We are now well positioned to help you achieve your recruitment goals. We continue to work with the USC Career Center on our on-campus recruitment initiatives, and together we look forward to another successful recruiting year!

### ***Fight On!***

#### **Ramandeep S. Randhawa**

Vice Dean for Undergraduate Programs  
Professor of Data Sciences and Operations  
USC Marshall School of Business



# Academic Strengths



USC Marshall's innovative curriculum allows our undergraduates to combine in-depth knowledge of the theory and practice of business with a solid foundation in the liberal arts. The course of studies is based on the USC foundation of "breadth with depth" with a core curriculum that encompasses all the major cornerstones of business coupled with flexibility to explore courses within Marshall and within the university at-large. Within Marshall, our students have access to multiple areas of study including Accounting, Business Administration, Business of Cinematic Arts, and the World Bachelor in Business. This year sees the launch of two new joint degrees: BS AI for Business, in partnership with the Viterbi School of Engineering, and BS Accounting and Finance, a joint degree between Marshall and Leventhal School of Accounting.

Moreover, our Business Administration major enables students to concentrate in a business area of their interest through the following emphases: Business Analytics, Communication, Entrepreneurship & Innovation, Finance, International Relations, Leadership & Innovation, Marketing, Real Estate Finance, and Risk Management. Note that USC Marshall's entire undergraduate program has been designated STEM, thus providing international students the ability to apply for a 24-month OPT extension subject to DHS guidelines. With these varied options at their disposal, our students pursue individual interests, developing a well-rounded, multi-faceted, intellectually curious student of business. Many of our students are double majors and/or complete at least one minor.

## Common Double Majors:

Applied and Computational Mathematics  
Biological Sciences  
Economics  
Economics/Mathematics  
Health and Human Science  
International Relations (Global Business)  
Philosophy, Politics and Economics  
Political Science  
Psychology  
Real Estate Development

## Common Minors:

Applied Analytics  
Cinematic Arts  
Computer Programming  
Consumer Behavior  
Entertainment Industry  
Entrepreneurship  
Marketing  
Real Estate Development



# Student Profile



**256**

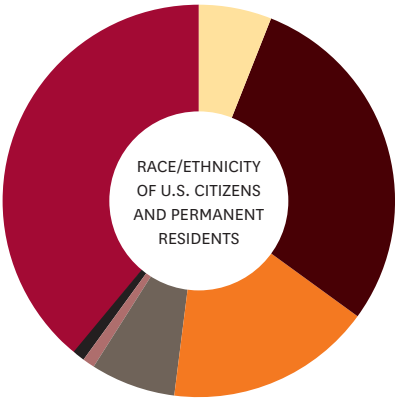
Leventhal School of Accounting students

**3837**

Marshall School of Business students

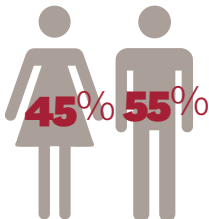
**4093**

total number of Marshall and Leventhal students

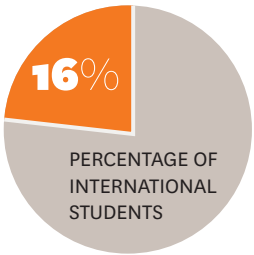


- Black 7%
- Asian 31%
- Latino/Hispanic 18%
- Multiethnic/Multiracial 7%
- Native American or Pacific Islander <1%
- Unknown <1%
- White 36%

(Based on 2022 data)



PERCENTAGE OF FEMALE AND MALE



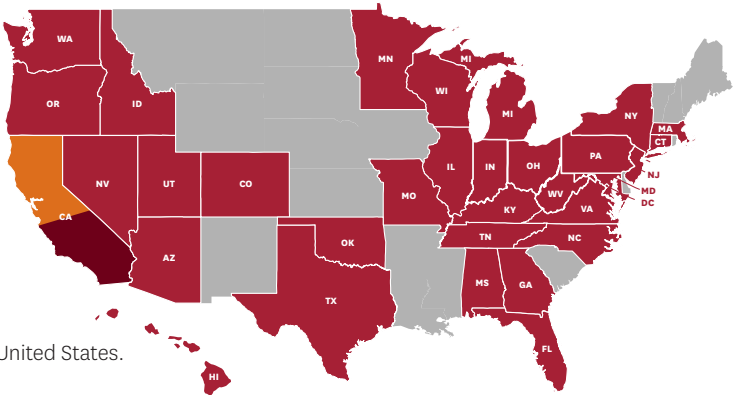
## Where were our graduates hired?

States highlighted on the map indicate where our students accepted full-time jobs in the last five years.

CLASS OF 2022

- Northern California 14%
- Southern California 53%

4% accepted jobs outside of the United States.



# Marshall Corporate Partners Program



Marshall Undergraduate Career Services is committed to partnering with employers and being a conduit to our diverse and talented undergraduates. We recognize the highly competitive nature of the recruiting process and the importance of building an effective recruiting strategy. Our Career Services team is here to work with employers to determine the best approach to connect with our career-focused students. The Marshall Corporate Partners Program was developed to provide a wide range of ways to engage with students. We invite you to explore the many options and perquisites offered for the 2023–2024 academic year.

Contact us at [ugcareers@marshall.usc.edu](mailto:ugcareers@marshall.usc.edu) and schedule a meeting to discuss which approach best meets your hiring needs.

Corporate Sponsorship Perquisites	Cardinal \$1,500	Silver \$2,500	Gold \$3,500
Featured copy in weekly career e-newsletter	●	●	●
Featured copy in targeted interest group emails	●	●	●
Individualized introduction to student orgs	●	●	●
Paid parking for Marshall undergraduate recruiting events	●	●	●
Sponsorship recognition on Career Services webpage	●	●	●
Complimentary registration Marshall and Leventhal Virtual Career Fairs (Fall & Spring)**	●	●	●
Individualized consultation sessions on recruiting strategy and ongoing support of recruiting efforts	●	●	●
Participate in select Career Education Programs	●	●	●
Participate in Diversity Recruitment Programs (In Person)	●	●	●
Participate in Marshall Industry Night (In Person)	●	●	●
1 On-campus info session (Fall or Spring semester) *	●	●	
2 On-campus info sessions (1 Fall & 1 Spring semester) *			●
Room to host 1 Coffee Chat (Fall or Spring semester) *		●	
Room to host 2 Coffee Chats (1 Fall & 1 Spring semester) *			●
Table Hour Space (1 day - Fall or Spring semester) *		●	●

**All in-person events held on campus MUST meet university guidelines.**

\* Can be virtual, date/time is scheduled based on availability.

\*\* Corporate Partners receive complimentary registration for Marshall and Leventhal Virtual Career Fairs (at the Signature Event Sponsorship Level).

Your sponsorship funds quality career programming and resources for USC Marshall and Leventhal Undergraduate Students such as

- First Year Experience (FYE): Career
- Summer Virtual Internships
- Marshall Undergraduate Career Services Internship Award



# Signature Event Sponsorship Levels

**Marshall and Leventhal Virtual Career Fairs** are our largest networking and recruiting events, connecting employers with our enthusiastic and career ready sophomores, juniors and seniors. Sponsoring this event is a great way to increase your company’s visibility and promote your opportunities both prior to and during key recruitment seasons.

Sponsorship Perquisites	Participant \$200	Signature \$350
<b>Marshall and Leventhal Virtual Career Fairs</b>		
10 minute 1:1 meetings with students hosted by up to 15 recruiters. Each recruiter can set their own schedule and choose qualifications students must meet to attend.	●	●
Five 30-minute group meetings that accommodate up to 50 students each. Multiple recruiters can attend, talk with students, and share their screen.*	●	●
Recognition of sponsorship on event website		●
Logo on all event communication materials		●
Up to 2 content ready emails sent to targeted student groups		●

\* Students and employers will have access to video, audio, and text-based chat during these meetings, enabling the personal connection of in-person fairs in a virtual, accessible setting.

\*\*\* Signature Event Sponsorship is automatic for ALL Corporate Partners \*\*\*

## Additional Sponsorship Opportunities



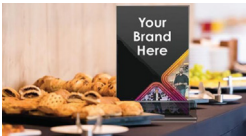
### LinkedIn Photo Booth

Have your company name/logo displayed at our LinkedIn photo booth (Fall or Spring)  
\$1,000 | multiple available



### Diversity & Veterans ERG Reception

Network with a diverse group of multicultural and veteran students (Fall – In Person)  
\$1,000 | multiple available



### Networking Break

Have your company name/logo displayed on the refreshment table during Marshall Industry Night (Fall – In Person)  
\$1,000 | multiple available

### Digital Swag Bag (Free)

Provide up to 1-page of digital content to be included in our post career fair student Digital Swag Bag

### Collateral Sponsorships (Free)

Display your company name/logo on giveaways: t-shirts, pens, portfolios, water bottles, etc. Items can be shipped to:

**USC Marshall Undergraduate Career Services**

**Attn: Lisa Luna**

**610 Childs Way, JFF 201, Los Angeles, CA 90089-3362**

**If interested in recruiting students in Leventhal School of Accounting,  
please email [Lusine Balikyan balikyan@marshall.usc.edu](mailto:Lusine.Balikyan@marshall.usc.edu)**

# Employer Resources



To help achieve your recruitment targets, we encourage you to participate in our career development events, partner with a student organization, and promote your full-time jobs, internships, and events on Handshake.



USC Marshall Undergraduate School of Business is excited to continue our partnership with Handshake, a modern comprehensive platform for college recruiting. Handshake provides employers better access to the talented students we serve, and our undergraduate business and accounting students utilize Handshake as their primary career platform. You will be able to not only post job opportunities directly to students but also view applicants, search and communicate with students, directly sign up for career fairs and more! All, at no cost. If you would like further information on joining the Marshall Handshake community, please contact [ugcareers@marshall.usc.edu](mailto:ugcareers@marshall.usc.edu). We look forward to collaborating with you and helping you achieve your recruiting goals effectively and efficiently.

## **Additional resources to build your company presence, promote opportunities and collect applications:**

- **Communication/Promotion Channels** – submit a blurb to be included in Marshall's weekly career e-newsletter, industry-specific opt-in lists, and/or social media pages via [ugcareers@marshall.usc.edu](mailto:ugcareers@marshall.usc.edu)
- **Marshall Corporate Partners Program** – enjoy exclusive opportunities to engage with Marshall and Leventhal students
- **Marshall and Leventhal Virtual Career Fairs (Fall and Spring Semesters)** – network with our top sophomores, juniors, and seniors
- **Marshall Student Organizations** – connect with over 30 student organizations
- **On-Campus Information Sessions and Interviews with Marshall** – exclusively available to all Corporate Partners. All others please contact the USC Career Center for more information at [ocr@usc.edu](mailto:ocr@usc.edu) or (213) 740-9111

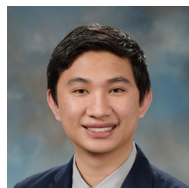
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## **EMPLOYER**

### **Alan Sun**

**COMPANY:** Johnson & Johnson

**TITLE:** Finance Manager



*Johnson & Johnson partners with USC Marshall because of the strong leadership and global perspectives Marshall students have. We have been impressed by how Marshall students engage with us in our annual case competition and info sessions and their interest in joining our finance organization. We look forward to our continued partnership with USC Marshall in identifying the future leaders of Johnson & Johnson!*



# Employer Engagement



Our Career Services team is here to work with employers to determine the best approach to connect with our career-focused students. Following are the key dates to help you plan your recruitment activity.

### Key Fall Recruiting Dates

- Aug 21** ..... Fall Semester Begins
- Sept 6-Nov 17** .. USC OCR\*
- Sept 13** ..... Marshall and Leventhal Industry Night (IP)
- Sept 14** ..... USC Career Fair\* (IP)
- Sept 19 & 20** ..... Marshall and Leventhal Career Fair (V)
- Sept 21** ..... Diversity & Veterans ERG Networking Night (IP)
- Late Sept-Oct** .. Leadership Development Program Showcases (V)
- Late Sept-Oct** .. Pizzas & Professions (IP or V)
- Oct 12-13** ..... Fall Recess
- Dec 14-Jan 7** ..... Winter Recess

### Key Spring Recruiting Dates

- Jan 8** ..... Spring Semester Begins
- Jan 17-April 19** .... USC OCR\*
- Feb 8** ..... USC Career Fair\* (IP)
- Feb 13** ..... Marshall and Leventhal Career Fair (V)
- Late Jan-Feb** ..... Explore Careers (IP or V)
- Feb-March** ..... Industry Insights (V)
- Mar 10-17** ..... Spring Recess
- April 24** ..... Marshall and Leventhal Just In Time Career Fair (V)
- May 10** ..... Commencement

IP = In Person  
V = Virtual  
\*USC Career Center led programs

### EMPLOYER

**Karoline Follo**  
COMPANY: McKinsey & Company  
TITLE: Recruiter

*USC Marshall is excellent at instilling the importance of community involvement in its students. I believe this is one reason Marshall graduates make for exceptional future colleagues and firm leaders. We look for distinctive candidates who want to contribute to our inclusive culture and share our passion for helping to create sustainable, inclusive growth for our clients and in our communities.*



# Salary Information



Overall Mean  
Salary for  
2022 Graduates  
**\$81,048**

## INTERNSHIP

**Haylee Johnson**  
Google  
Google BOLD APMM Intern



*Marshall's undergraduate curriculum not only provided me with a well-rounded education, but gave me insight into several business scenarios, so I would be prepared to take on anything. Additionally, Marshall Undergraduate Career Services lent me support with my resume, career advice, and ultimately, helped me choose the perfect internship to reach my career goals through one-on-one appointments. I could not imagine studying business administration at any other university!*

### SALARY INFORMATION BY TOP INDUSTRIES

	%	AVG. ANNUAL SALARY
Accounting/Audit/Tax*	25%	\$74,665
Biotechnology/Healthcare/ Pharmaceutical	2%	\$70,600
Consulting	8%	\$87,562
Financial Services**	26%	\$97,134
Insurance/Risk Management	2%	\$68,750
Marketing/Advertising	3%	\$58,000
Media/Entertainment	8%	\$66,100
Real Estate	9%	\$76,533
Technology	8%	\$77,333

\* Accounting/Audit/Tax includes Advisory Services

\*\* Financial Services includes Banking & Investment Banking

### SALARY INFORMATION BY TOP JOB FUNCTIONS

	%	AVG. ANNUAL SALARY
Accounting/Tax	11%	\$70,149
Banking Analysis	3%	\$78,850
Consulting*	17%	\$83,116
Finance	10%	\$73,910
Insurance/Risk Mgmt/ Assurance	3%	\$73,700
Investment and Securities	18%	\$108,875
Management/ Administration	4%	\$48,333
Marketing/Advertising	10%	\$68,027
Operations	3%	\$67,116
Product Marketing/ Management	2%	\$103,500
Real Estate	7%	\$81,642
Sales	5%	\$67,222

\* Consulting includes Advisory Services

Salary information is based on class of 2022 self-reported data.



# Number of Internships

**91%** of students had at least one internship

\*Among those who completed internships

**29%** had 1 internship

**36%** had 2 internships

**34%** had 3 or more internships

## Top Internship Employers\*

Abbott Laboratories	Credit Suisse	JP Morgan	Salesforce
Accenture	Crowe	Keller Williams	Signature Bank
Adobe	Cushman & Wakefield	KPMG	SoCalGas
Annapurna Pictures	Deloitte	Lee & Associates	Stout Risius Ross
Artaku NFT	Duff & Phelps	Link Logistics	UBS Financial Services
Aspen Environmental Group	Eastdil Secured	Marcus and Millichap	University of Southern California
Bank of America	EY	Morgan Stanley	US Dept of State
BDO USA LLP	Financial Technology Partners	MUFG Union Bank	Warner Bros Discovery
Boston Consulting Group	Franklin Templeton Investments	NBCUniversal Media, LLC	Wilshire Financial Network
Boxi.co	Goldman Sachs	Oaktree Capital Management	
Chubb Insurance	Intel	OLLY	
Citibank	Ipsos	OnRamp Lab	
	Johnson and Johnson	Piper Sandler & Co	
	Jones Lang LaSalle	PwC	
		RSM US LLP	

\* This is not a comprehensive list of all employers.

## Top Full-Time Employers\*

Accenture	Boston Consulting Group	Instacart	PennyMac Financial Services, Inc.
Adobe	Capital One	JLL	Protiviti
Amazon	CBRE	J.P. Morgan	PwC
Aon	Centerview Partners	KPMG	Simon-Kucher & Partners
Apple	Citibank	Lionsgate	The Gersh Agency
Armanino LLP	CohnReznick	Microsoft	UBS
Bain & Company	Cowen Inc.	Moelis & Company	Visa
Bank of America	Credit Suisse	Morgan Stanley	Wells Fargo
Barclays	Deloitte	Moss Adams	ZS
BDO	Duff & Phelps	Murphy Research	
BlackRock	Endeavor	NBCUniversal Media, LLC	
	Evercore	NetSuite	
	EY	OnPrem Solution Partners, LLC	
	Goldman Sachs	Optum	
	HSBC Bank USA	Oracle	

\* This is not a comprehensive list of all employers.

## FULL-TIME

### Donovon Henry McKinsey and Company Business Analyst

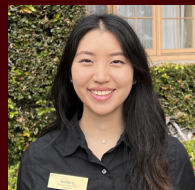
*USC Marshall best prepared me through multiple international opportunities. I participated in the Global Leadership Program my freshman year. Additionally, I was able to experience Denmark as an international exchange student. My undergraduate experiences have given me a global lens.*



## FULL-TIME

### Naomi Gau

William Morris Endeavor  
Rotational Assistant



*During my time at USC Marshall, I was able to complete six different internships. The culture at Marshall shapes you for success—everyone is striving to be the best they can be in their field, and it's really motivating to be surrounded by peers who are expertly skilled and willing to help you. My experience at Marshall overall—whether the curricular, my extracurriculars, Career Services, or even the CAP program—has been the sole reason for my success. In every facet of my time here, I have felt supported and encouraged to pursue a career in the entertainment industry. I went from smaller companies, such as Charles Osowik Management to name brand companies such as NBCUniversal, The Academy of Motion Picture Arts and Sciences, and United Talent Agency over the course of my time at Marshall. My Marshall professors, friends, and club-mates all contributed to my development as a student and professional at USC through their expertise, encouragement, and empathy. I walk away as a grad feeling prepared to take on any role I wish to.*

## Connect With Us

FOR MORE INFORMATION, PLEASE CONTACT

### Marshall Undergraduate Career Services

610 Childs Way  
Fertitta Hall (JFF) 201  
Los Angeles, CA 90089-3362  
(213) 740 - 5705  
[ugcareers@marshall.usc.edu](mailto:ugcareers@marshall.usc.edu)

TO LEARN MORE, PLEASE VISIT: [students.marshall.usc.edu/ugcareers](https://students.marshall.usc.edu/ugcareers)



# USC Marshall

School of Business  
*Undergraduate Career Services*