

**Putting Psychology to Work**

**FACULTY SPOTLIGHT**

**Dr. Steve Westberg**

Dr. Steve Westberg is an expert in both quantitative and qualitative research methods, and works at Hiner & Partners, Inc. He received his Ph.D in marketing science from the University of Texas at Dallas.

**What do you currently do in addition to teaching?**

I’m currently working as a marketing research specialist and marketing strategist. My company works for a variety of different companies, and in almost all cases we’re helping them improve their marketing. We provide them with information on customers, and we also provide data analytics.

**Why is consumer psychology a critical part of marketing research?**

Consumer psychology is understanding what’s going on in the mind of the consumer and combining that with data analytics, which allows you to better map big populations. It gives us a much more focused understanding of what’s going on in individual consumers’ heads: how they’re making product decisions; what criteria they’re using; and the steps they go through in order to come to those decisions.

**Describe your consumer psychology class.**

I designed it in a way that if a student only took one class that had anything to do with marketing, then I believe this would be that one class: It is grounded in understanding what’s going on in the mind of the consumer. Whether they go work for an agency, or within a company in a marketing position, they’re going to be prepared with a lot of fundamental, foundational knowledge that’s designed to be very practical. The course culminates in a group project that is essentially writing a marketing plan.

**How does MAPP provide students with an edge in the job market?**

Our program enables them to pursue a degree that is strongly grounded in psychology but still leads to business-related jobs.

Consumer psychology is understanding what’s going on in the mind of the consumer and combining that with data analytics.

Our students could’ve gone to get a MBA, or a master’s in a business discipline, but they’ve chosen this path because they already have a much greater interest in psychology to begin with. Our program enables them to pursue a degree that is strongly grounded in psychology but still leads to business-related jobs, and our alumni are showing that they can use this degree very effectively in the marketplace.

Find out more: appliedpsychology.usc.edu | appliedpsychology@usc.edu

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