

November 12, 2008 UNC's Kenan-Flagler Business School
Customer and Product Management Chat

Dave_KFBS_[Class_of_2010]: Ok, Hello everyone and welcome to the chat session, we are going to get started. I'm going to ask everyone here in the room at Kenan-Flagler to introduce themselves...

Kevin_KFBS[Class_of_09]: Hello. I have a background in pharmaceutical manufacturing as a manufacturing engineer. This summer I interned at Ecolab in a strategic marketing role.

Joel_KFBS: Hi, my name is Joel, and I'm a second-year at KFBS. I'm concentrating in marketing, and I did my summer internship with The Hershey Company.

Dave_KFBS_[Class_of_2010]: I'm Dave McCoy, a first year concentrating in Marketing and Operations. I'm a former Scientist for GlaxoSmithKline

Valariez_kfbs_faculty_concentration leader: I'm Professor Valarie Zeithaml, concentration leader for the Customer and Product Management Concentration. Welcome!

Alfredo K: Hi, my name is Alfredo I have a background in supply chain and did my internship in international marketing. I'm originally from Costa Rica.

Kelly K: My name is Kelly and I am a first year student here at UNC Kenan-Flagler. I have a background in education and I am looking for a career in brand management.

Amrinder_KFBS2009: Hi this is Amrinder, a 2nd year member of the Admissions Advisory Board (AAB).

Shandra_KFBS[Admissions]: My name is Shandra, and I am an Associate Director of MBA Admissions here at KFBS. I am also the liaison for the Consortium for Graduate Study of Management here on the Admissions team.

Wendy_KFBSCMC: Hi, I'm an Associate Director for Marketing in the Career Management Center at UNC.

Dave_KFBS_[Class_of_2010]: We can probably field several questions at once, but please be patient as we discuss and search for answers. Also, we welcome general questions in addition to concentration-related questions.

Ashi: Hi, I'm interested in a career in technology marketing. Are there any specific courses in this area?

Dave_KFBS_[Class_of_2010]: Ashi, I'm in the Business Technology Club here. There are several tech-focused electives, some of which are new this year. I know there's specifically one for entrepreneurial technology.

Dave_KFBS_[Class_of_2010]: Ashi, and a new one this year that focuses on Strategy in Tech and Science.

Amrinder_KFBS2009 Ashi: There are two classes that we can take: Innovation & Product Development and Managing the Impact of Digital Innovations. Special mention of Technology Marketing will be made available in many other marketing courses.

Ashi: thanks Dave. Is there any opportunity to work on live marketing projects while at school?

Kevin_KFBS[Class_of_09]: Ashi, there is a fantastic opportunity to work on a student consulting team as part of a STAR project. You will work with real companies solving real problems and the companies are asked to make a commitment to implementing student ideas. In addition to the STAR project there is a variety of practicum opportunities throughout the year as well.

Opharaon: My name is Omar, BBA from University of Michigan-Dearborn, and Background in Retail management. Seeking career change into Supply Chain Management.

Kevin_KFBS[Class_of_09]: Omar, there is an operations web chat on Monday the 17th at 10:30. I recommend that you check that out.

JuliaD: What are UNC's strengths in the field of marketing?... a different approach? Great industry connections?

Wendy_KFBSCMC: Wonderful industry connections, we have major companies who recruit on campus such as Kraft, Coke, J&J, Dupont, GE, Target, Eli Lilly...and many more.

Valariez_kfbs_faculty_concentration leader: Julia, our strength in terms of marketing course offerings involves our focus on customer management rather than the traditional product management. While we offer the traditional brand and product strategy courses as well, we have offerings in customer-focused marketing. For example, we have one of the few very current courses in customer relationship management--an analytical course. We also teach services marketing and entrepreneurial marketing.

JuliaD: Great, thanks. Are the "analytic" courses you describe very quant heavy?

Valariez_kfbs_faculty_concentration leader: Julia, We have three quant-heavy electives: pricing, marketing analysis, and customer relationship strategy.

Jessica M: I am currently a non-profit marketer, looking to do general non-profit strategy. Do you have options for students interested in taking courses as electives, but not their focus? And do you tailor any courses to the social sector?

Kelly K: Jessica, you are not required to choose a concentration here. The concentrations help you to choose courses that are aligned with your goals. You are required to take core MBA courses, but you can tailor your electives to whatever you want.

Anand N: Hi- I have a general question around the teaching methodology at UNC. What percentage of the teaching methodology does the case-study method constitute?

Hugo_Mexico: Hi, my main interest is innovation, new product development and entrepreneurship. Does the marketing concentration offer any hands-on courses or labs or activities to address these interests?

Dave_KFBS_[Class_of_2010]: Hugo, there's a course in Innovation and Product Development that is very hands-on and experiential.

Hugo_Mexico: Hi Dave. Following up on my question, what does innovation mean to KFBS?

Dave_KFBS_[Class_of_2010]: Hugo, we integrate aspects of innovation into many concentrations here. It is especially prevalent in marketing however.

Ali: What distinguishes KFBS marketing program from other programs?

Valariez_kfbs_faculty_concentration leader: Ali and Julia--Joel is sending you the link to our Customer and Product Management Concentration. This will describe our full marketing course set.

Joel_KFBS: Ali, here is the link to the information page for the Customer and Product Management concentration: <http://www.kenan-flagler.unc.edu/Programs/MBA/Academics/customer-product-management.cfm>.

Jessica M: How large are the elective classes, and do you find that there is a diversity of student interests and backgrounds in those classes, like in the core?

Alfredo K: Jessica, Classes vary in sizes (especially electives) and there are various backgrounds both in terms of international students and backgrounds.

Dave_KFBS_[Class_of_2010]: All, please bear with us as we attempt to answer all your questions. If we happen to miss one, please just ask it again.

Ashi: What kind of interactive opportunities does one get to have with the Tech industry while at school?

Dave_KFBS_[Class_of_2010] Ashi, there are speakers, clubs, and off-campus opportunities all related to tech.

Miguel: Hi, I am Miguel, from Monterrey, Mexico. I am planning to apply to KFBS and hoping to start in 2010. I have been working with retailers, wholesale clubs and home centers since 2002.

Kevin_KFBS[Class_of_09]: For those interested in real life experiences while at B-school, check out <http://www.kenan-flagler.unc.edu/leadership/>.

Ankitraheja: Dear People, I have a question , I am really interested in Strategy Consulting and Marketing . I plan to get into Mckinsey so maybe after some years I can get into Marketing Strategy . But I see Marketing and Strategy(Management Consulting) are two different Streams.. How Can UNC help me get best of both worlds. Thanks in advance.

Kevin_KFBS[Class_of_09]: Ankitraheja, the strategy consultants aren't necessarily looking for a specific academic path, more a strategic way of thinking. If you want to enter through marketing I

would recommend a marketing concentration coupled with some student consulting experience, especially if you don't have a consulting background. From there, the consulting club will help get you well prepared for the consulting interviews. I hope this answers your question.

Ankitraheja: KEVIN , thanks for information, I am into tech consulting right now but don't have any prior background of marketing.. Do you think it will be a good idea to take up General Management with electives of both Marketing and Strategy ?

Anand N: what percentage of the teaching methodology is case based?

Shandra_KFBS[Admissions]: Anand - We estimate that the case method comprises approximately 50% of the teaching methodology here.

Dave_KFBS_[Class_of_2010]: Anand, about 50%, but some teachers lean heavily one way or the other.

Ankitraheja: Shandra thanks for the Info about % of case study.. what other methods of teaching are used in UNC?

Amrinder_KFBS2009: Ankitraheja: We use the regular teaching by the professors, presentations by the students, hands on practice, speakers from the industry etc.

Devin: Joel, I have to enter a username and password for the link you mentioned.

Joel_KFBS: Devin, sorry for the confusion. Try this link: <http://www.kenan-flagler.unc.edu/Programs/MBA/Academics/customer-product-management.cfm>.

Rob: What kinds of advising services do you have/how does advising work? I'll be a career changer, so am really interested in having strong advising, both for course selection and career management.

Wendy_KFBSCMC: ROB: We have advisors that will help you choose the courses that best fit your career path; as for the career search---we have dedicated staff for students in each functional area. I am in the career management center and my primary focus is on coaching students in marketing. As a marketing MBA, I would advise you in everything from your job search strategy, networking, resume writing...you name it.

Manu: Hello Valarie I am particularly interested in Product Management part of the Customer and Product Mgmt. concentration. Although CRM is also of interest, do you think the program will offer me a lot in terms of product mgmt?

Valariez_kfbs_faculty_concentration leader: Manu, we offer four purely product-related courses: product management, brand strategy, new product introduction, and entrepreneurial marketing. All the other courses touch on product management in one way or another.

Anand N: In addition to the teaching methodology, how important are case competitions at UNC?

Dave_KFBS_[Class_of_2010]: Case competitions are important mainly for gaining personal experience, but they're a great way to get to know recruiters. We're also very good at them and have recently brought home several trophies!

Shandra_KFBS[Admissions]: Anand - Case competitions are very important to the KFBS experience. And extremely popular! We have a good track record in our competitions too.

Ashi: Could you please tell me about some of the activities of the marketing club?

Kelly K: Ashi, the marketing club is a very active career club here at UNC. The club organizes a huge number of events to help first year students get up to speed in marketing. The second year students also provide "marketing buddies" for first year students, organize interview prep and practice sessions, and organize career treks to visit companies with marketing positions.

Dev: Hi. I had a question. For international applicants, I have heard that organizations are hesitant about recruiting internationals. Is this situation experienced at UNC as well?

Wendy_KFBSCMC: DEV: We don't experience a tremendous amount of hesitation from companies on recruiting international students; we have many companies that come on campus and will sponsor such as DuPont, GE, Lilly, J&J, Deloitte, etc...

Peter M: Hi all, thanks a lot for taking the time out of your day to chat with prospective students. I am a Consultant at a global sales and marketing consultancy that primarily focuses on the healthcare industry. I'm looking to further my marketing expertise through the CPM concentration to provide me with a broader skill set to better serve my clients and help my firm expand into non-healthcare industries. What types of opportunities does the CPM concentration offer to learn from industry leaders on such marketing topics? Thanks!

Valariez_kfbs_faculty_concentration leader: Peter, one course you may be interested in is services marketing, which discusses strategies to serve customers in different industries. Global marketing and marketing strategy would also be very useful.

Kevin_KFBS[Class_of_09]: Peter, in addition to the classroom activities there are several opportunities for alumni to come to KFBS and speak with current students about their experiences. The marketing club also organizes career treks to cities in the area.

Devin: Does P & G recruit out of KFBS?

Wendy_KFBSCMC DEVIN: YES, P&G recruits at UNC.

Ashi: Dave, could you tell me about the activities of the business technology club? any conferences? treks etc?

Dave_KFBS_[Class_of_2010]: The Business Tech Club also sponsors career treks to Atlanta and other areas of tech interest. Ashi, we also get in speakers and recruiters regularly for presentations and workshops.

Dave_KFBS_[Class_of_2010]: Ashi, we're in RTP and get lots of tech recruiters here, including Intel, IBM, Red Hat, and Lenovo.

Ashi RTP?

Dave_KFBS_[Class_of_2010]: RTP stands for Research Triangle Park, which is a high-tech and science-focused business area in North Carolina.

Jessica M: I have heard lots of great things about KF and social enterprise. Are there any non-profit marketing courses or activities?

Kelly K: Jessica, The Net Impact chapter here at UNC is very active. In fact, a large group of us are travelling to the national Net Impact conference this weekend. The Net Impact chapter organizes visitors and seminars and works with the professors to integrate social and environmental responsibility into the curriculum.

Jessica M: Thanks, Kelly. Are there any ways that NetImpact's increased focus has filtered down to the marketing curriculum?

Joel_KFBS: JESSICA: One relevant course (an elective within the Sustainable Enterprise concentration) is Product Stewardship and Sustainability. The concepts and principles addressed in this course are certainly relevant to a career in marketing.

Hugo_Mexico: Hi again, what is KFBS's position on CSR & marketing? Are there any courses or initiatives addressing CSR?

Kelly K: Hugo & Jessica: You may be interested in this link <http://www.kenan-flagler.unc.edu/Programs/...> which is the link to our Sustainable Enterprise concentration. There are a lot of courses that address the things you are asking about.

Miguel: To Professor Zeithaml, can you elaborate a little more on the customer management approach? I am very interesting in this new approach for understanding your business through your customers, not necessarily your products.

Valariez_kfbs_faculty_concentration leader: Miguel: A customer focus recognizes that customers are long-term assets and therefore managing to keep them and increase their lifetime value is the proper focus. This might involve keeping products that currently are unprofitable or organizing the company and its products around servicing the customer.

Miguel: Thanks Prof., doing b-schools research, I have found that KFBS is the only one I have found with the customer and product management concentration, instead of a marketing concentration. Do you consider this a major strength of the program?

Wendy_KFBSCMC: Product management is under the umbrella of marketing.

Dev: Can you describe a typical day at UNC for a marketing student?

Joel_KFBS: . DEV: The typical day during the first semester is generally spent in classes and working on team projects for the core courses. During the second semester, and, furthermore, in the second year, the course schedule is somewhat lighter and more focused on your chosen elective classes.

Anand N: How many students approximately participate in the STAR program each year? Approximately how many STAR projects does UNC receive? Does every interested student get the opportunity to be a part of the STAR program?

Kevin_KFBS[Class_of_09]: Anand, There are more companies interested in STAR projects than we have students to fill slots. Last year there were over 100 applicants to projects and this year should be about the same. Companies range from small local operations to large multi-nationals.

Kevin_KFBS[Class_of_09]: Anand, for clarification, there were about 100 STUDENT applications, not company applications

Jeff C: Kenan-Flagler as a whole seems to be very pro-active in examining itself and identifying areas for potential improvement, and I know of several examples of this from speaking with alumni. Are there any specific parts of the marketing program at Kenan-Flagler that you are actively trying to enhance?

Valariez_kfbs_faculty_concentration leader: Jeff, in the last two years, we have hired five new outstanding professors, each of whom brings new competences. One of them will revise our marketing analysis course to reflect what managers need to know. Another is teaching a course in retailing and wholesaling. We are constantly revising our curriculum to stay current. Within classes, as well, we stay current.

Ankitraheja: Dear Kevin , Do Students formulate strategy for companies or execute them also? My Question is in relation to STARS PROJECT.

Amrinder_KFBS2009: Ankitraheja: For the STAR project, the students usually formulate the strategy and recommend it to the company.

Kevin_KFBS[Class_of_09]: ankitraheja, marketing skills are easy to pick up here at KFBS and recruiters definitely recognize that not everyone has the perfect background. That is what a well rounded curriculum at KFBS is for: to prepare you for a job post graduation. That being said both the marketing or consulting concentrations will prepare you well for a career in consulting. General management is not as much a concentration as the ability to form your education to what you believe your needs may be.

Kevin_KFBS[Class_of_09]: ankitraheja, Amrinder is correct, the companies will take our recommendations and implement them in their organizations.

Dev: To the current students: What do you think is the most exciting aspect of Kenan Flagler?

Dave_KFBS_[Class_of_2010]: Dev, I would say that the number and qualities of opportunities here continue to stimulate me. I also find that recruiters have a good impression of previous grads which carries forward well from class to class.

Kelly K: Dev: For me the most exciting thing about Kenan-Flagler is the depth and breadth of experience that the other students bring to the table. I learn a lot from the other students here. Everyone, including the professors, is really open and genuinely trying to help you be successful.

Ali: Do a lot of students study abroad and how would studying abroad play into getting a concentration in marketing?

Kevin_KFBS[Class_of_09]: Ali, I will be going to Barcelona for the second semester this year. While I am not concentrating in marketing (I am a general management concentrator) I believe that with

some good planning a concentration in marketing is still possible. There are numerous opportunities to study abroad and if you plan around your class schedule it should be possible.

Ashi: what qualities does KFBS value the most?

Valariez_kfbs_faculty_concentration leader: Ashi, they are integrity, excellence, teamwork, leadership, and community.

Ankitraheja: Kevin my heart is in opening a Marketing Strategy Firm .

Ashish R: Hello - I am working in a management role for an insurance client. I intend to pursue Insurance Product Management. Although, good skills in marketing and customer relationship management are imperative in performing that role, do you think I can find suitable electives specifically focussed on such an industry at KFBS ?

Valariez_kfbs_faculty_concentration leader: Ashish, we have a course in services marketing which will be exactly what you need. Only about 8 of the top 20 business schools offer anything like this course.

Ankitraheja: What electives do you suggest I should take to enhance my learning at Kenan Flagler..

Shandra_KFBS[Admissions]: Ankitraheja - We offer more than 15 electives within the CPM concentration, in addition to courses in other concentrations. When you come for a visit, talk to a marketing professor. Once we have a better/more in-depth idea of your core interests, we can guide you more strategically.

Jessica M: how do students across disciplines work together once the core is over?

Alfredo K: Jessica, you will continue to work with students across disciplines in several electives and group projects, there are also case competitions where students from several backgrounds work together

Ashish R: I have a general question - Larger companies are today actively involved in community initiatives. Do you think pursuing electives in Sustainable Enterprise adds to the profile when companies interview potential candidates ? I personally want to pursue that as well, but just wanted to hear an opinion.

Wendy_KFBSCMC: ASHISH: Sustainable Enterprise will enrich your background and make you more marketable to companies...in some instances it will give you a point of differentiation for companies such as GE or Burt's Bees.

Ashi: Are there any focused courses on managing global organizations?

Amrinder_KFBS2009: Ashi: We have Global Marketing and Global Business Project.

Dave_KFBS_[Class_of_2010]: Ashi, We have a Global Marketing Class, taught by one of the world's most famous researchers in the field, Prof. J.B. Steenkamp.

Dev: For me one of the most important aspects is going to be developing new relationships and making new contacts. What do you feel about the alumni network at Kenan Flagler. Has this network

benefited you in some way till now whether in the job search, internship or even guidance and how do you hope to utilize it in future?

Kevin_KFBS[Class_of_09]: Dev, I have found the alumni network to be very impressive. During my internship search I was able to connect with alumni who were more than willing to talk to me about their experiences and put me in touch with their network. In fact, many of the recruiters that come onto campus are alumni. There are also opportunities for having an alumni mentor while you are at KFBS, opportunities for networking receptions and the list goes on. KFBS alumni are very proud of their connection to the school and do what they can to help out another KFBS person.

Peter M: For those of you graduating in '09, at what types of companies/industries did you intern this past summer (specific co. names not necessary)? What skills/expertise that you learned at KFBS equipped you to make an impact?

Joel_KFBS: PETER: I worked with The Hershey Company this summer in a brand management role. As a career switcher, many of the skills/expertise learned from KFBS was directly applicable -- specifically, the concepts taught in the core Marketing course, the Product Mgmt course, as well as Marketing Analytics and even the Management Communications course.

Alfredo K: Peter, I did my internship at Hanes brands Inc. at their international marketing group. I definitely used frameworks and skills from marketing classes I took over the first year.

Ali: Does KFBS still offer summer classes prior to starting your first year?

Kelly K: Ali, During the summer we have a program called Analytical Skills Workshop (ASW). It consists of two 3 week intensive sessions. Here is a link. <http://www.kenan-flagler.unc.edu/Programs/MBA/Academics/preMBA.cfm>. I would very highly recommend it. Not only did it get me up to speed (I came from a non-business background), but it gave me a chance to settle in and make some awesome friends before Mod 1 started.

Ashish R: At Kenan-Flagler, how much time (in a semester) does one devote to work on marketing focussed case studies ? Is it part of daily classes or assignments, or just done in specific instances ?

Dave_KFBS_[Class_of_2010:] Ashish, for case studies specifically, it really depends on the prof, but yes, there is a lot of case focus, which is fun!

Dave_KFBS_[Class_of_2010:] Ashish, we have an intro level Marketing class in the first semester (core) and if you choose to concentrate in Marketing after that, any class you take in marketing will be clearly mostly marketing focused. Other than that, there is also time available to take electives outside your concentration.

Ashi: Is the coursework done in teams?

Valariez_kfbs_faculty_concentration leader: Ashi, the coursework is done both in teams and individually--just the way you will work in post-MBA life.

Jessica M: How would you characterize student working relationships: more collaborative or competitive (a lot of case competitions are mentioned!)?

Kelly K: Jessica, This program is very collaborative. Students work with their teams during the core courses, but also form informal study groups all the time. People are happy to help each other get the most out of the program. Even though you are in the same job market, we try to make each other look better to recruiters rather than cut each other down. Collaboration is a really important part of our culture here.

Ashish R: Shandra, I have a question for you. I want to pursue a career in insurance product management, and have good experience working with a US Insurance major. How does one evaluate that kind of experience, in perspective of the laid out career goals. Also, does putting up such experience strongly in the application offset a lower than 700 gmat score ?

Shandra_KFBS[Admissions]: Ashish: We evaluate your application for admission in totality - no one piece standing out more than another (be that GMAT score, work experience, etc). You need to be able to clearly answer the four required essay questions, which speak to your career path thus far, future goals, and role of the MBA. In general, we look for preparedness for the program, forethought, and an ability to contribute to the KFBS experience in the classroom and community at large.

Ashi: can international students sit for CPG job interviews?

Wendy_KFBSCMC: ASHI: Yes you can. You will submit your resume to the company, and if they pick you to interview then you will have the opportunity to sit for the CPG job interview.

Ankitraheja: I am really interested in pursuing General Management course and will tailor make my course by choosing apt. courses.

Amrinder_KFBS2009: Ankitraheja: We have a General Management Chat probably next February. Please check our website for updates.

Miguel: To Professor Zeithaml: doing b-schools research, I have found that KFBS is the only one I have found with the customer and product management concentration, instead of a marketing concentration. Do you consider this a major strength of the program?

Valariez_kfbs_faculty_concentration leader: Miguel, absolutely. That is why we developed it!

Ashish R: What is the most "exciting and fun" course in this concentration ? How do you students feel being part of this concentration, in terms of evolving professionally. Do the courses make you feel "involved"?

Dave_KFBS_[Class_of_2010]: Ashish, the level of involvement is really deep. We have many group projects and papers. In terms of feedback, there is a club called the Curriculum Advisory Board in which students can advise direction of the courses.

Joel_KFBS: ASHISH: The Innovation and Product Development course was certainly exciting and fun -- very hands on. During the course, a lot of the learning was done through team projects, including building vehicles solely from fruits and vegetables, which were then raced in building... very interesting.

Ankitraheja: Can I drop a mail to mba_info@unc.edu to help me connect with current students who are pursuing the General Management Course?

Kevin_KFBS[Class_of_09]: ankitraheja, Here is a link to all of the clubs at KFBS: <http://www.kenan-flagler.unc.edu/Programs/MBA/studentlife/mbaclubs.cfm>.

Ashish R: Shandra - I was really impressed after watching the AdCom videos on the Kenan-Flagler website. Does every shortlisted candidate application go through such an evaluation?

Shandra_KFBS[Admissions]: Ashish - Yes that is the common method we use to evaluate candidates in each round of the application period.

Jeff C: Joel-did you encounter much difficulty obtaining your internship being a career switcher into marketing? I ask because I am coming from an engineering background aiming for a consumer products brand management role.

Joel_KFBS: JEFF: The companies that recruit on campus know that many of the potential candidates are career switchers. They definitely value expertise/experience in various backgrounds -- mine was Supply Chain Mgmt. Engineers would have a lot of applicable skills and experiences that would be transferable to a career in Marketing -- and the recruiters will see that.

Ashish R: The Curriculum Advisory Board sounds like a great idea to me, I haven't seen that happening at many other good schools...

Kevin_KFBS[Class_of_09]: Ashish, in addition to the curriculum advisory board there are also admissions, career management and alumni advisory boards.

Hugo_Mexico: Joel: on the I&PD course did you learn about managing innovation?

Amrinder_KFBS2009: Hugo: We learned about not only managing but also creating/developing innovation. There are other innovation related courses as well.

Hugo_Mexico: Thanks Amrinder! Do these innovation related courses you write about belong to the CPM concentration?

Amrinder_KFBS2009: Hugo_Mexico: Besides Innovation and Product Development, the other innovation related courses that we have are Strategic Innovation and Managing the Impact of Digital Innovations.

Valariez_kfbs_faculty_concentration leader: Hugo, they do not belong to the concentration, but there are opportunities to take many electives other than marketing electives.

Dev: To the current students: When at Kenan Flagler did you start feeling the difference that Kenan Flagler was bringing about in you. I mean when did you start feeling that the program is helping you discover your hidden strengths and the investment was really worth?

Dave_KFBS_[Class_of_2010]: Dev, I was a scientist and didn't have much experience presenting in front of groups and missed interactions with extroverted individuals. As soon as the Analytical Summer Workshop program, I was able to recognize and build my presentation skills, among other skills.

Ashish R: What community initiatives are students involved in other than those for "Habitat for Humanity" ? How much time can students devote in such community activities while pursuing MBA at KFBS ?

Kevin_KFBS[Class_of_09]: Ashish, we have a very active community service committee that organizes a variety of different projects: Ronald McDonald House, Food Bank, and other local organizations. we are also developing our relationship with Habitat for Humanity beyond just building local homes and helping homeowners build resumes, learn computer skills, etc.

Dave_KFBS_[Class_of_2010]: ALL: WE HAVE 6 OR 7 MINUTES LEFT SO PLEASE ASK ONE MORE QUESTIONS OR USE THIS OPPORTUNITY TO GET CONTACT INFO TO TAKE QUESTIONS OFFLINE.

Devin: Shandra, I have a general admissions question. Are students less likely to get a spot when applying in the later rounds. I decided only recently that an MBA would be the best course of action for this point in my business career and had significant difficulty in convincing my business partners that I needed to leave and take a much more minor role in the company.

Shandra_KFBS[Admissions]: Devin: Of course we advise applying as early as you can. Just looking at statistics, we have more seats available earlier in the year. As we move towards later rounds in the application process, we are rounding out the class with the remaining seats. Likewise, consideration for fellowships is given to those who have been accepted by the 3rd round of applications. But there is definitely no "easier" or "harder" application round for any candidate - regardless of their circumstance. The requirements and standards are the same each round, so apply when you feel you can present your very best case for admission.

Ankitraheja: Kevin , Its really nice to know that students are going out of the way to help us. Are there any clubs or ways to act as a communication bridge between recruiters and current students. I really Want to be in a position where I can help my peers and I to get amazing placement through networking with Recruiters.

Kevin_KFBS[Class_of_09]: ankitraheja, probably the best way would be to get involved with one of the career clubs. The officers are usually second years but there are positions for first year liaisons. The leadership team of the club is very involved with recruiters, company visits, etc. My recommendation would be to pick the consulting club, marketing club or general management club and get involved.

Jeff C: I have a general question about Kenan-Flagler. First, why was a Pass/Fail grading system instituted? Second (for the current students), do you think this grading system has changed any of your academic habits?

Valariez_kfbs_faculty_concentration leader: Jeff, Kenan-Flagler chose to focus students on learning, rather than on grades. Many medical schools do the same thing for the same reason. This approach also leads to greater collaboration, rather than competitiveness, among students.

Kelly K: Jeff: Having a Pass/Fail system stops me from having to stay up all night studying beyond the point when I understand the material. I think if it were not Pass/Fail I may obsess more over getting every detail of everything correct, but it would probably be to the detriment of my career

search and leadership activities. It is also good to note that there is such a thing as "High Pass" which is more difficult to achieve.

Ashish R: To what an extent, pursuing this concentration has brought out a personal change in any of you ?

Joel_KFBS: ASHISH: Pursuing this concentration has been a very refreshing change for me. Prior to B-school, I was working in a role I wasn't passionate about, and now that I've been able to pursue marketing, it's been a welcome change. My internship this summer and experience in marketing courses have further reinforced my desire to pursue a career in marketing.

Ashish R. I am planning to submit my application soon, but can I interview the next week after Dec 5 deadline (because of work constraints)? The website indicates we can't, but I do want to visit the school and interact with the student community. Can you help me with that answer Shandra ?

Shandra_KFBS[Admissions]: Ashish: You can submit your application by December 5th and then complete your interview by the stated deadline. However, the slots fill up quickly, so try to schedule early.

Miguel: to Shandra, I have major concerns in the financial area, since I am married and father to a 2 year old boy (and probably one more during next year) Could I have your email or another contact to address this issue?

Wendy_KFBSCMC: MIGUEL: This link will answer your question <http://www.kenan-flagler.unc.edu/Programs/MBA/Tuition/index.cfm>.

Hugo_Mexico: Valariez, can I please have your contact info to further discuss my career plan and the CPM concentration?

Valariez_kfbs_faculty_concentration leader: Hugo: My e-mail is valariez@unc.edu.

Devin: Shandra, great that is a huge relief! Can I contact you through the general e-mail should I have more questions regarding the admissions process?

Shandra_KFBS[Admissions] Devin: You can definitely contact me.

Dave_KFBS_[Class_of_2010] THANKS TO EVERYONE FOR ATTENDING THE CHAT! GOOD LUCK WITH ALL OF YOUR APPLICATIONS AND SCHOOL RESEARCH, WE HOPE WE WERE ABLE TO HELP AND THAT UNC ENDS UP BEING YOUR FINAL CHOICE!