

# The Marketing Concentration

## Overview

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The Marketing Concentration at Kenan-Flagler Business School builds skills in traditional product management – including branding, new product development and marketing analytics – along with critical customer-centric marketing topics of customer relationship management, services marketing, and sales management. The philosophy of the concentration is simple: to be effective marketing leaders in today's complex and competitive environment, managers must possess strong analytical skills, use those skills to determine strategy, and apply the skills to different marketing applications.



The courses comprising the concentration are divided into three key areas:

- **Marketing Strategy** examines decisions facing managers concerning market selection, entry timing, positional advantage to be pursued, positioning, targeting, and execution approach in domestic as well as global markets. Specific courses include:
  - **Brand Management**
  - **Global Strategy**
  - **Marketing Strategy**
- **Marketing Analysis** builds skills in critically analyzing brand, market and firm level data to guide marketing decisions; familiarizes students with data sources, tools and techniques in common use; and the building and use of marketing models. Specific courses offered include:
  - **Customer and Relationship Management**
  - **Marketing Analytics**
  - **Pricing**
- **Marketing Application** builds skills in specific functions and contexts relevant to marketing careers. Courses include:
  - **Innovation and Product Development**
  - **Retailing and Channel Management**
  - **Sales**
  - **Services Marketing**

Along with preparing you for a marketing career, the concentration also offers two opportunities to use the skills in real-world settings.

- **Student Teams Achieving Results program (STAR)** sends teams of top MBAs and undergraduate students to build comprehensive and actionable strategies for corporations and not-for-profits seeking to strengthen their global competitiveness. STAR teams receive academic credit for their 4-month engagement with their client and are guided by both a faculty advisor and an executive from the client organization. STAR teams assist businesses in North Carolina and across the globe. Since its beginning in 2005, STAR-DBP has assisted North Carolina companies to develop strategies that have expanded their business and increase jobs. Second, after your first year in the program you will likely obtain a marketing internship.
- **Marketing Internships** send students to companies such as Johnson and Johnson, Kraft Foods, Lenovo, and IBM for the summer between the first and second year. During this time, students work on a variety of projects and in different roles using the skills they have learned during the first year in the MBA Program.
- **Center for Integrated Marketing and Sales (CIMS)** Kenan-Flagler's marketing area has recently launched the Center for Integrated Marketing and Sales (CIMS) to provide the focal point for research and teaching regarding in the discipline of sales and its integration with the marketing function. Recent studies show that there is a significant gap in many organizations between these two functions, leading to less-than-effective performance. Fewer than three dozen of the 4000 schools in North America teach sales as a discipline, and only a handful

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research sales and its integration with marketing. Kenan-Flagler has established a leadership position in this area, and the Center will be further expanding the research capability, providing consulting services to organizations, and teaching undergraduate and graduate students with contemporary research-based principles.

## Concentration Leader

The coordinator for the Marketing Concentration is Professor Valarie Zeithaml, who can be reached at [valariez@unc.edu](mailto:valariez@unc.edu) or at (919)-962-8214. Faculty members teaching in the concentration include: Sridhar Balasubramanian, Barry Bayus, Katrijn Gielens, Tarun Kushwaha, Girish Mallapragada, Mark McNeilly, Dave Roberts, Federico Rossi, Jan-Benedict Steenkamp, and Valarie Zeithaml.

**Concentration Leader:** Valarie Zeithaml

**Curriculum Advisor:** Valarie Zeithaml

**Career Advisor:** Career Management Center

## Concentration Requirements

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Marketing Concentration students must complete six courses from the following electives:

- MBA 741G, Global Marketing Strategy
- MBA 743, Customer Relationship Strategy and Practices
- MBA 747, Marketing Strategy
- MBA 748, Marketing Analysis and Decision Making
- MBA 751, Services Marketing
- MBA 753, Brand Management
- MBA 753B, Retail and Channel Management
- MBA 754A, Innovation & Product Development
- MBA 760, Pricing
- MBA 847, Sales

Students may also substitute courses from other UNC schools (such as journalism, which offers an advertising course) if approved both by the Marketing Concentration Leader and by the other school. In addition, independent studies may qualify as course credit toward the Marketing Concentration if approved.

The marketing MBA curriculum begins in Mod 2 of the first year with the core course entitled Marketing Core Concepts and Tools. Electives begin in Mod 3 of the first year and can be taken before students participate in summer internships or during their second year. It is recommended that students participating in marketing summer internships take key marketing electives including Brand Management, Sales, and Marketing Analytics prior to their internships. If internships involve assignments with global content, Global Marketing is also strongly recommended.

The marketing curriculum for 2010-2011 is outlined in the next table.

## Sample Concentration Sequence

Year One				
	Module I	Module II	Module III	Module IV
<b>Required</b>	MBA Core Curriculum		MBA Core Curriculum	
<b>Electives</b>	n/a		-Marketing Analysis & Decision Making -Sales -Global Marketing	-Pricing -Brand Management -Sales
Year Two				
	Module I	Module II	Module III	Module IV
<b>Electives</b>	-Innovation & Product Development -Retail and Channel Management -Services Marketing	-Customer Relationship Strategy and Practices -Marketing Strategy -Sales	-Marketing Analysis & Decision Making -Sales -Global Marketing	-Pricing -Brand Management -Sales