# **PROFILE**



# MBA Marketing: At A Glance

25%

OF ALL UNC MBA GRADUATES ENTER MARKETING ROLES

#### **2014 MBA COMPENSATION**

	MEAN	MEDIAN
BASE SALARY	\$104,286	\$100,000
SIGNING BONUS	\$24,964	\$25,000
GUARANTEED BONUS	\$21,832	\$16,625

# **CAREER PATHS**

- ADVERTISING
- BRAND MANAGEMENT
- DATA ANALYTICS
- MANAGEMENT CONSULTING
- MARKET RESEARCH
- NEW PRODUCT DEVELOPMENT
- PRICING
- PRODUCT MANAGEMENT
- **PUBLIC RELATIONS**
- SALES FORCE MANAGEMENT

### SELECT EMPLOYERS

- AMGEN
- BAYER HEALTHCARE
- BECTON, DICKINSON & CO.
- BRISTOL-MYERS SQUIBB
- DR PEPPER SNAPPLE GROUP
- DUPONT
- ELI LILLY AND COMPANY
- GEORGIA-PACIFIC
- GENENTECH INC
- **■** GLAXOSMITHKLINE
- HUMANA

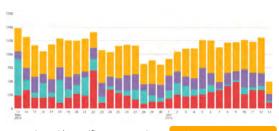
IBM

- JOHNSON & JOHNSON
- KRAFT FOODS
- PEPPERIDGE FARMS
- **PROCTER & GAMBLE**
- QUINTILES
- THE CAMPBELL'S SOUP
- THE CLOROX COMPANY
- THE HERSHEY COMPANY
- WAL-MART

The UNC Kenan-Flagler Marketing program enables our MBAs to explore leading-edge facets of marketing including current trends in brand management, data mining, customer profitability, market strategy and research, sales and consumer behavior. Our Marketing concentration works in partnership with leading firms to offer a series of professional development workshops and opportunities in a co-curricular format that provide exposure to various marketing cases, marketing interview preparation and career opportunities in a number of marketing areas.

# **CLASSES OFFERED**

- ► Customer Relationship Management
- Digital Marketing
- Marketing Tools
- ► Retail and Channel Management
- Brand Management
- Marketing Analytics
- ▶ Healthcare Marketing
- Marketing Strategy
- Pricing
- ▶ Innovation and Product Development
- Sales
- ▶ Global Marketing
- Services Marketing



Engaging with specific programming

Turning to Hulu for pleasure/relaxation 19%

Neutral commentary and news

13%

Negative: frustration with ads, programming or delay

22%

# **KEY RESOURCES**

# **MARKETING DEVELOPMENT PROGRAM**

These interactive sessions allow students to see actual cases and promotions from world-leading companies. Sessions have included identifying insights, understanding major data providers and preparation for marketing based careers. Companies that have previously participated include: Bayer HealthCare, Dell, DISH Network, Dr Pepper Snapple Group, DuPont, Emerson Electric Co., ESPN, General Mills, Johnson & Johnson, Kraft Foods, McKinney, Procter & Gamble, Target Corp., The Hershey Company, Virgin Mobile and Walmart.

### **UNC KENAN-FLAGLER MARKETING CLUB**

As one of the most active student organizations at UNC Kenan-Flagler, the Marketing Club's mission is to provide students with proper tools, education and experiences to effectively conduct career searches, perform successfully during interviews, and execute the professional tasks required during their internships and post-graduate careers. The club sponsors a variety of company panels and industry education sessions. Networking events have included advertising workshops, brand positioning workshops, mock interviews and in-store retail walks.

### **MBA CAREER MANAGEMENT CENTER (CMC)**

UNC Kenan-Flagler offers a broad range of career development resources including preparation courses, case studies and career treks. A dedicated Associate Director is focused on marketing recruiting and career outcomes. The CMC actively manages dozens of relationships with leading consumer packaged goods, technology, healthcare, services and manufacturing organizations.

### ALUMN

UNC Kenan-Flagler has a broad and active network of alumni working in the field of marketing. Careers include brand/product management, market research, new product development, advertising, sales management and other professional areas.







# PROFESSIONAL DEVELOPMENT EXPERIENTIAL LEARNING OPPORTUNITIES

#### **ADVANCED MARKETING WORKSHOPS**

The Career Management Center (CMC) offers a number of workshops to complement job search strategies to secure internships and prepare students for post-MBA marketing careers. Recent workshops have included:

#### CRACKING THE MARKETING CASE

Provides real-life examples of past promotions and branding to help MBAs prepare for case questions asked in many marketing interviews.

### SO YOU DON'T WANT TO BE A BRAND MANAGER

Exposes students to marketing careers outside of packaged goods. Technology, manufacturing, services and retail companies have participated.

### **IDENTIFYING RELEVANT INSIGHTS**

Introduces to students to various forms of consumer market research information showcasing how this information is used to identity trends in consumer behavior.

### INTERPRETING DATA RESOURCES

Helps students to understand major data providers to determine trends, market baskets, competitive analysis and category/product growth.

# **USING YOUR INTERNSHIP TO ADVANCE A CAREER**

Helps students starting internships understand what to expect from the experience and how leaders determine who gets the full-time offers.

# **STUDENT TEAMS ACHIEVING RESULTS (STAR)**

UNC Kenan-Flagler's STAR program provides hands-on learning by working on a variety of marketing challenges and strategies with real companies. Companies that have recently participated include General Electric, Krispy Kreme, Corning, Google Inc. and Lowe's.

#### **SHADOW DAYS**

The Marketing Club — in partnership with other UNC Kenan-Flagler Career Clubs — manages Shadow Days. These one-day, on-site visits with companies around the U.S. offer personalized time for students to interact with firms, explore various businesses and geographies and to evaluate company and cultural fit early in their career search process.

#### FUNCTION-SPECIFIC COMPANY SPEAKERS

Guest speakers and panelists specializing in a variety of marketing areas provide overviews of opportunities for students. Speakers from local startups, VC firms and related organizations offer MBAs information and advice related to marketing careers.

#### **MARKETING CLUB CAREER PREPARATION**

The Marketing Club hosts a speed networking event to prepare first-year students for their internship search. The club also hosts an interview prep session to review and practice key skills immediately preceding interview season.

# NATIONAL CASE COMPETITIONS

Teams of MBA students represent UNC Kenan-Flagler in marketing case competitions each year including the national Johnson & Johnson case competition hosted annually by UNC Kenan-Flagler. Case competitions provide students with a chance to apply industry, business knowledge and network with peers and professionals from across the U.S.

# **MBA MARKETING FELLOWS**

MBA Marketing Fellows, selected each September, participate in unique, team-based strategic consulting projects. Projects span the academic year and typically focus on marketing channels and content development, competitive analysis, analytics and technology.

The marketing concentration at UNC Kenan-Flagler develops core skills in product management – including branding, new product development and pricing – along with critical customer-centric marketing competencies in digital marketing, marketing analytics, customer relationship management, services marketing and sales management. Our students gain real-world experience in these skills by entering case competitions, interning at leading brands and agencies and engaging in STAR consulting projects.

Valarie Zeithaml MBA Concentration Leader for Marketing

The David Van Pel Family Professor in Marketing UNC Kenan-Flagle Business Schoo



