

Transcript of UNC Kenan-Flagler Business School's Marketing Concentration Chat Transcript,

Wednesday December 7, 2011

KFBS 2nd Year - Lauren Scrima: Hello everyone, and welcome to the Kenan-Flagler Marketing Concentration Chat! My name is Lauren Scrima, and I am a second year student and President of the MBA Marketing Club. I spent my summer internship at Johnson & Johnson in brand management. I am joined today by Professor Valarie Zeithaml; second year marketing student Adam Galea; first year marketing student Pat Mignogna; and Lisa Beisser from Admissions.

Tony in China: Hello from China

Lisa Beisser: Hello everyone - welcome!

Louise: hello

Genhua Jin: Hello

Akshay: Hello

KFBS 2nd Year - Adam Galea: Hello everyone! Adam here. I am concentrating in Marketing at KFBS and I interned at the Hershey Company this summer.

Jun-Ho Yoon: hi!

XiaoXiao Ma: Great, thank you

KFBS 1st Year - Pat Mignogna: Hi everyone, my name is Pat Mignogna and I am a 1st year MBA student focusing on Marketing. Prior to coming to KFBS I worked in Washington, DC doing Business Development for a Federal Government contractor.

AM: Hello everyone!

Jun-Ho Yoon: quick question. Poll 2 dialog box showed up, but no "OK" button to click after answering the question.

Lisa Beisser: We got your vote...will post in a minute

Jun-Ho Yoon: thanks Lisa.

KFBS professor - Valarie Zeithaml: I am the Director of the Marketing Concentration, and I welcome you.

KFBS 2nd Year - Lauren Scrima: Great, thanks for the introductions everyone. We are happy to begin answering questions related to the Marketing concentration, the Marketing club, and Marketing career paths.

Akshay: Hi Adam, in which area of marketing did you concentrate in during your internship? What was the content of your assignment / project?

KFBS 2nd Year - Adam Galea: @Akshay - My internship was in Brand Management. Like with many brand management internships, I was charged with developing a brand growth strategy.

Akshay: @Adam: Thanks! Did you take up electives in marketing before your internship?

Tony in China: One question, is the working experience important for the application? What's the typical character of the students in KFBS who don't have any full-time work experience before come to KFBS?

Lisa Beisser: @Tony - Work experience is very important. Our average student has about 5 years work experience prior to the MBA. Very few successful applicants have two or fewer years work experience.

Tony in China: Thank you lisa, so the work experience is still a critical factor can't be taken placed by other things such as students activities, part time job and academic performances?

Lisa Beisser: @Tony - It's still real critical for us due to the contribution that students can make to the class after having deep work experience. And it's also something employers typically expect to see.

Tony in China: @Lisa- Bad news for me, :(thank you anyway!

Suhas: How strong is KFBS when it comes to marketing in the technology industry?

KFBS 2nd Year - Lauren Scrima: @Suhas - in terms of recruitment, KFBS has a Business Technology Club that manages the relationships between KFBS and technology recruiters. The Triangle is a fantastic area for those students interested in technology marketing, with IBM, Lenovo, and iContact right in our backyard. We also have Dell as a core recruiter.

KFBS professor - Valarie Zeithaml: Suhas - We teach two digital marketing courses, and most other courses have cases that touch on technology. We are also located in Research Triangle Park, which offers many opportunities.

Suhas: Thanks Valarie! How open are companies to hiring international students for marketing positions?

Alpesh Chaudhari: @ Valerie: What is Research Triangle Park ?

Lisa Beisser: Just posted a link to info about RTP for those who are asking...Research Triangle Park: <http://www.rtp.org/>.

Alpesh Chaudhari: Thanks Lisa for link.

Tsuan P.: Hello from NYC - I am currently in Finance and am looking to transition into the Marketing field, specifically in sports brands/leagues. I have been in contact with the Sports & Entertainment Club,

but was wondering what courses or resources does KFBS have that support my type of transition.
Thanks for this chat!

KFBS 1st Year - Pat Mignogna: @Tsuhan – Most of the marketing courses are more general, but the lessons are applicable across many industries, including sports. The Sports and Entertainment club also brings in speakers from the industry who provide some valuable insights into their experiences. UNC also has a strong undergrad sports management concentration that can be leveraged

Tsuhan P.: Thanks Pat!

jamie jefferson: Do you have an abundance of classes to make a pharmaceutical marketing platform to serve the RTP triangle area?

KFBS professor - Valarie Zeithaml: jamie - we teach a course in services marketing, which is basic to health care marketing. We are also planning two other healthcare-specific courses.

jamie jefferson: Thank you Prof. Zeithaml

Nedra Hobson: I am not your typical MBA student. I am 41 working to complete my first degree. I want to jump immediately into an MBA program upon completion. What challenges will I face having work experience but not "post-grad" experience?

Alpesh Chaudhari: Can any 2nd year student throw some light on START program and his/her experience of participating in it?

Genhua Jin: How does the placement office help students find summer internships and / or full-time employment opportunities?

KFBS 2nd Year - Lauren Scrima: @Genhua Jin - our Career Management Center is a fantastic organization that provides personalized attention to each student. Your Peer Counselor (a 2nd year student) and your Associate Director in the CMC will create a recruitment plan for your goals. We will help you customize your search to either on-campus companies or off-campus. We will help prepare you to network and interview successfully.

Genhua Jin: Thanks Lauren.

Jun-Ho Yoon: Hi. briefly introducing... I've been working in the international B2B marketing in telecom business in asian nations. And I'm interested in the international marketing management... if you got B2B marketing class in specific, then it would be better for me to learn more in academically. Can anyone advise me on that?

Xin Peng: what about international students opportunity for looking for jobs in Marketing? Thanks

Louise: I also want to know something about how KFBS will help international students to find internship

Lisa Beisser: @Xin - It's always challenging for international students to find marketing opportunities in the U.S. But often there are opportunities back in home countries.

Gokul Varma Pakalapati: What kind of STAR projects are there for Marketing?

KFBS 2nd Year - Adam Galea: @ Gokul Varma Pakalapati: STAR projects really depend on which companies have which needs. However, recent STAR marketing projects have included Old Chatham Golf Club and VF Corp.

KFBS 2nd Year - Adam Galea: *recent

Genhua Jin: Besides IBM, what are other big companies in RTP?

Lisa Beisser: @Genhua - SAS, Glaxo, Quintiles, Red Hat, lots of start-ups

AM: How does KFBS's Marketing course help me bounce my career? When should I ideally think of doing this after graduation?

Tsuhani P.: Is there also an updated list of recruitment statistics (firms, # of students placed where, etc)

Lisa Beisser: Just posted the most recent (2011) employment statistics since there was a question about that (*note for transcript readers – the employment statistics were posted during the chat itself but are available on our website at this link: <http://www.kenan-flagler.unc.edu/programs/mba/career/employment-statistics.aspx>).

Tsuhani P.: Thanks Lisa!

Esin: Hi everyone, Lisa I am wondering about is it possible to work with UNC Career Office for the job opportunities in home countries. Because although I will be able to return to my position in the government post-MBA, I want to continue my career with consulting sector

Lisa Beisser: @Esin - Yes, our career office works with all our students and can help structure a home country job search.

Esin: Thanks Lisa

Nedra Hobson: I am not your typical MBA student. I am 41 working to complete my first degree. I want to jump immediately into an MBA program upon completion. What challenges will I face having work experience but not "post-grad" experience?

KFBS 1st Year - Pat Mignogna: @Nedra Hobson are you looking into the full-time or part time/online program?

Nedra Hobson: @ Pat Mignogna, I am looking at a full-time program in brand/product management.

KFBS 1st Year - Pat Mignogna: @Nedra – It's difficult to answer without knowing more about your background. There is certainly a diverse mix of students, but I would recommend following up with recruiting off-line. Sorry for the vague answer.

Nedra Hobson: Thanks Pat.

Jun-Ho Yoon: My first question is not answered yet. :) What are the strengths of UNC marketing concentration for International marketing management, if any?

KFBS professor - Valarie Zeithaml: Jun-Ho Yoon - the services marketing class covers business-to-business, because most of what differs between b2c and b2b is becoming a better provider of service and relationships. The professor who teaches this is world-famous.

Jun-Ho Yoon: Thank you Dr. Zeithaml for the quick answer. I've been eager to get more academic fundamentals to such business area. I'm eager to take chance.:)

Brendan Brown: For Dr. Zeithaml: Do any of the marketing courses emphasize a hands-on component? For example: The branding class works with a small company nearby to help with brand strategy. Thanks for hosting the chat.

KFBS professor - Valarie Zeithaml: Dear Brendan--the advanced digital marketing is completely hands on--creating a digital program of Google, Facebook, etc., for a local company. Also, there are opportunities to do independent studies on any topic.

Brendan Brown: Thanks very much

Alanna Peet: Hi - I was wondering what percentage of the courses taught were case based versus lecture based.

KFBS 2nd Year - Lauren Scrima: @Alanna -marketing courses are about 50% case based and 50% lecture. There is also an experiential component for many classes, such as simulations, guest speakers, or consulting for local firms.

Akshay: @ Prof. Zeithaml: Approx. what percentage of the Full-Time MBA class takes up the marketing concentration?

XiaoXiao Ma: @Beisser: how do you think about values of foreign students for employers?

Lisa Beisser: @XiaoXiao - Employers do value international students, but often are not geared up to easily hire them.

XiaoXiao Ma: @Beisser: It's okay for me to back homeland to work. But the ideal way is study in US and got working experience in US also. So I wanna get hired in US after graduated.

Lisa Beisser: @XiaoXiao - That is true of most of our international students. Some certainly find great job opportunities in the US, but good to be honest about the challenge involved with this.

XiaoXiao Ma: @Beisser: Got you. Thank you very much.

George C.: Quick recruiting question: which CPG firms are expected to recruit on campus this year?

KFBS 2nd Year - Adam Galea: @ George C.: Companies such as The Hershey Company, Mars Inc., P&G, Johnson & Johnson, Coca-Cola, Dr. Pepper Snapple Group and a whole host of others typically recruit here

KFBS 2nd Year - Lauren Scrima: @George - we also have non-CPG companies such as ING Direct, Darden Restaurants, DuPont, UPS, FedEx, and IBM that are more service-based.

Jami: How does Simulation Program help? And is there an industry expert to evaluate us? and is this program a credit course? thanks.

AM: @Prof. Zeithaml - What according to you is the best number of years after graduating to go ahead for a Marketing specialization , like at UNC. Some typical profiles you'd look at for taking in?

KFBS professor - Valarie Zeithaml: Dear AM - there is a range on years. Some students come to KFBS to change to marketing; others to move up.

AM: Thank you Professor. With a work experience of say 2 years, what is it that is looked into it? How can I have a differentiated profile? Thanks!

Kathleen Callaghan: How do you feel the school does in bringing in not only a large amount, but a diverse set of marketing recruiters?

Suhas: Valarie - For students interested in a concentration in marketing, does the marketing department offer any fellowships/scholarships over and above what is granted at the time of admissions?

Esin: Are you planning to host a consulting concentration chat in the following days?

Lisa Beisser: @Esin - Yes, we will be doing a consulting chat. Date has not been set but will be posted on our website and an email announcement will be sent out.

Esin: I will appreciate Lisa

Suhas: Hi Adam - impressive list of companies. Could you please let me know if these firms are also open to international hiring?

KFBS 2nd Year - Adam Galea: @ Suhas - It really depends on the employer, there are a handful that will hire international students.

Alpesh Chaudhari: @ Lisa Beisser: So international students generally face problem finding job US? Is it because of cultural differences or lack of networking in US ?

Lisa Beisser: @Alpesh - Well, yes, I think it is generally known that it is more difficult for international students to find jobs in the U.S. That will be true for students at all U.S. based business schools. Luckily we have a great series of courses taught by Prof Tim Flood that helps international students with cultural assimilation.

Alpesh Chaudhari: Lisa Beisser: Could you please tell me the series name ? or give link to it. Thanks for answer. :)

Lisa Beisser: @Alpesh - Here is Tim Flood's bio to get a sense of what he specializes in: <http://www.kenan-flagler.unc.edu/faculty/directory/management-and-corporate-communication/tim-flood.aspx>. I will look for the name of the course.

Alpesh Chaudhari: @ Lisa Beisser: I found Tim Flood's profile. I think you are referring to COMMUNICATIONS - CROSS CULTURAL.

Lisa Beisser: I believe Tim Flood's course for international students is called US Language and Culture

Xin Peng: Hi, I am wondering if you can introduce some famous professors on Marketing. Thanks!

KFBS professor - Valarie Zeithaml: @Xin Peng: Jan-Benedict Steenkamp is the international expert on branding, private label branding, and other topics. If you Google him and Katrijn Gielens, Valarie Zeithaml, Natalie Mizik and other professors, you will get a sense of their impact in the world.

Xin Peng: Thanks a lot! I worked in a manufacturing company in China, and we would like to promote our sales in the United States. However, we meet several problems in marketing our products, especially for branding. Therefore, I am interested in brand management.

Jami: Sorry for reposting, How does Simulation Program help? And is there an industry expert to evaluate us? and is this program a credit course? thanks.

KFBS 2nd Year - Lauren Scrima: @Jami - which simulation program are you referring to? There is a simulation for Leadership as well as Marketing Strategy.

Jami: Marketing Strategy.

Alanna Peet: Could you provide some insight in the class environment? Are students in the marketing concentration often in class together or form small groups together?

KFBS 2nd Year - Lauren Scrima: @Alanna - most courses involve some level of group work. KFBS is known for being a very collaborative environment. Students will also prep for interviews outside of class together.

Alanna Peet: Thanks Lauren!

Suhas: Valarie - what percentage of the marketing concentration involves hands-on/practical experience?

KFBS professor - Valarie Zeithaml: @ Suhas: Most classes are a combination of much-needed theory, tools, and hands-on experience.

Genhua Jin: Can I get some detailed information about STAR program?

KFBS 2nd Year - Adam Galea: @Genhua: More detailed information on STAR projects is available on the KFBS website!

VA: to the KFBS students- what do you think is the single most valuable resource that Kenan-Flagler provides with respect to marketing for career-switchers?

KFBS 1st Year - Pat Mignogna: @VA – I'll choose two. The most valuable resource are the KFBS brand recognition among top marketing companies, as well as the network of current students and alumni who are very willing to help students make the transition.

Jun-Ho Yoon: how many are the most recent recruiting cases for the telecom/it sector marketing jobs at UNC? can you advise me the names of companies which carried out so recently?

KFBS professor - Valarie Zeithaml: Jun-ho Yoon --approximately 34% in any given year.

Jun-Ho Yoon: Thanks Dr. Zeithaml.

Tsuhani P.: In regards to the Marketing Skills Building Workshops, how do they go beyond the curriculum to ensure future career success?

KFBS 2nd Year - Lauren Scrima: @Tsuhani - the Marketing CMC Directors as well as the Club will help prepare you for career success. We teach you how to answer behavioral questions, case questions, advertising questions, and we conduct a host of mock interviews. We also have industry days for you to learn about different marketing trends.

Tsuhani P.: Thanks Lauren!

Akshay: @ KFBS-2nd Year Students: How did marketing electives in the first year (if applicable) help you during the internship?

KFBS 2nd Year - Adam Galea: @Akshay: They definitely provide you with a good foundation for the internships. Some of the valuable electives I took my first year were Brand Management, Pricing, and Marketing Analytics. All of these helped out this summer!

Akshay: Thanks Adam

Esin: Hi Adam, I want to learn about the STAR projects, is it available to choose the project that you want to involve in or are you appointed to the projects?

Esin: @ Adam, I did not get my answer about STAR projects

Lisa Beisser: For those asking about our STAR projects...here's a direct link to more STAR info <http://www.kenan-flagler.unc.edu/leadership/star.aspx>

KFBS 2nd Year - Adam Galea: @Esin - You do not directly choose the STAR project you work on. There is a general application process where you can indicate your interest and project preference.

Esin: @Adam, thank you for your answer

Alanna Peet: How extensive of an interview process is typical? For example, does an average student at KFBS interview with 5 firms for an internship?

KFBS 2nd Year - Lauren Scrima: @Alanna - interviews vary from student to student, but most students have 3-8 interviews on campus. There are also off-campus opportunities if you want to conduct your own job search.

KFBS 1st Year - Pat Mignogna: @Alanna – The interview process is typically the last step of a continued dialog and networking process that takes place both on and off campus. I would say most students interview with between 3 – 9 companies – depending on how broad their search is.

Erica: Are most students in the Marketing program focused on Brand Management?

KFBS 2nd Year - Adam Galea: @ Erica: Many marketing students do pursue careers in Brand Management, however, there are a whole host of other career paths such as B2B marketing, Services Marketing, Consumer Insights, etc.

Erica: Great! I am interested in Consumer Insights

KFBS 2nd Year - Adam Galea: @ Erica: Many students are! It's an exciting field!

AM: @Laura - How easy is it to secure an off campus job v/s on campus? Taking an international student into consideration?

KFBS 2nd Year - Lauren Scrima: @AM - off-campus searches are admittedly more difficult. On-campus companies have stronger relationships with KFBS, so they are more accessible to students. But we can help you gain access to companies that don't come to campus through visits, etc.

AM: @Lauren - Thank you!

Fazulul Haque Sheik: Have there been avenues in marketing in the aviation sector in the past? Thanks for having this chat.

KFBS professor - Valarie Zeithaml: @Fazulul Haque Shiek - Delta, American Airlines, and others have interviewed here.

Fazulul Haque Sheik: Thank you Dr.Zeithaml. Dr.Dean and Dr.Kasarda are associated with the aviation industry. Has this association also translated into internship and job opportunities for international students in the past?

KFBS professor - Valarie Zeithaml: @ Fazulul--yes, there are opportunities through the Kenan-Center for internships.

Fazulul Haque Sheik: Thank you Dr.Zeithaml.

KFBS 2nd Year - Adam Galea: @Fazulul Haque Sheik: Hello Fazulul, Dr. Kasarda was just my professor for a business Demographics class. He provided fantastic insights into his coined "aerotropolis" concept.

Lisa Beisser: The aerotropolis is very neat...here's a link <http://www.aerotropolis.com/>

Fazulul Haque Sheik: @Adam and Lisa, yes I have read his book 'Aerotropolis' and I am looking forward to be his student as well. I have applied in the early action round, wish me luck :)

KFBS 2nd Year - Adam Galea: Good luck Fazulul!

Fazulul Haque Sheik: Thanks Adam.

Suhas: Valarie - For students interested in a concentration in marketing, does the marketing department offer any fellowships/scholarships over and above what is granted at the time of admissions?

KFBS professor - Valarie Zeithaml: @ Suhas - all fellowships and scholarships go through the admissions area, rather than through any department.

AdmissionsJulieWiley: Suhas, this is Julie Wiley from Admissions. We do not offer Marketing based fellowships. Approximately 25% of our incoming students do receive some sort of fellowship, however. Those fellowships are based on an overall strong application, as long as you apply by our third application deadline (Jan. 6).

AM: @Julie - Can you please elaborate on 'Strong' applications that you typically look for. Admission and scholarships. Please cover the experience type you'd give a preference to. Thanks!

AdmissionsJulieWiley: AM, when I refer to "strong overall application," I generally mean: good undergraduate transcript/grades, well written essays, strong recommendations, good job progression/leadership/mgt., community leadership, strong GMAT score, strong interview, are the strongest factors we consider. A strong overall application will stand out in the pool of applicants.

AM: @Julie - Thank you. What roles should I have played in the job over say 2-3 years that I work for, before applying ?

AdmissionsJulieWiley: AM - it is hard for me to answer that question not knowing what you are doing right now. However, in the 2-3 years before you apply to an MBA program, if you can take advantage of leadership opportunities, project management, and building skills that will apply to your short term goals after an MBA program, that would serve you well.

AdmissionsJulieWiley: AM - you can also take any analytical coursework that perhaps you did not have as an undergraduate, such as accounting, statistics, calculus or microeconomics. You can do this online or at a local college.

AM: @Julie- I shall graduate in May 2012. Looking into how this course fits well into my plans. Consulting. But everyone working as a freshman does the same sort of work at a place. Which ay differ for companies. How should I make my profile different in that case? Thanks! :)

AdmissionsJulieWiley: AM, if everyone does the same sort of work, then perhaps it can be your positive attitude and initiative that makes the difference, which might lead to early promotions and things like that. You may impress the management with your great attitude that might lead them to give you special projects, which might allow you to have additional experiences that your peers do not have.

AM: @Julie- This is an interesting point. Thank you! Should I possibly do 2 or 3 of them, or 1 would suffice? Also, I'd have to decide on which ones to select.

AdmissionsJulieWiley: AM - I'm thinking you need to do as much as possible!

AM: @Julie- that is a lot to do. Do you value the courses from any academia for that matter? Also, I am studying engineering.

AdmissionsJulieWiley: AM, we do look to see which analytical courses you have taken - we look specifically for statistics, calculus, microeconomics and accounting courses. If you have not taken those courses, we do offer them in our ASW workshop.

AM: @Julie- thank you for all the information. :)

AdmissionsJulieWiley: AM, you're welcome, it is great that you are getting a head start now.

Tsuan P.: How prevalent are Global STAR and Global immersion courses? Or do most students participate in programs around the surrounding UNC/Atlanta area?

Akshay: @ Lisa: Is it possible for a student interested in general management to participate in simulations in the marketing area. If yes, are there any criteria which need to be fulfilled?

Kathleen Callaghan: How do you feel the school does in bringing in not only a large amount, but a diverse set of marketing recruiters compared with other top marketing schools?

KFBS 1st Year - Pat Mignogna: @ Kathleen – I would say KFBS compares favorably to most top programs when it comes to bringing marketing recruiters to campus.

Kathleen Callaghan: @Pat - Thanks!

Suhas: Valarie - I am aware that KFBS has boot camps at the start of the course. Any plans on extending the number of boot camps to include more companies and opportunities for international students?

Erica: Has anyone participated in any Pre MBA programs that company's offer? If so, outside of P&G, what company's offer these programs for Marketing?

KFBS 2nd Year - Lauren Scrima: @Erica - the brand camps are specific to those companies. They are very competitive, and you have to apply for them. They can certainly help prepare you for a career in marketing, but they are not required or necessary to succeed in the field.

Jami: Can anyone please shed some light on Simulation Program for Marketing Strategy? What is it about? Who conducts it? I ask because there is very little information about it on the website.

KFBS 2nd Year - Adam Galea: @Jami: I just finished the simulation and it was a lot of fun. It is a simulated environment where you make strategic marketing decisions such as new product launches, R&D, positioning, and sales force allocation. You compete with other teams in the class and are evaluated on such measures at Stock Price Index, Return on Investment, etc.

Jami: @adam. quite exciting. tx.

Genhua Jin: I am wondering whether there are many career opportunities in high-tech industry after graduation from Kenan Flagler?

amit gupta: Do recruiters from FMCG retail industry come to campus for interview?

KFBS 1st Year - Pat Mignogna: @ amit – Yes. Coke, Dr. Pepper Snapple, Wal-Mart, Target, General Mills, & Hersheys all recruit here to name a few.

amit gupta: Thanks Pat

Xin Peng: I browse the school website, and find KF emphasises a lot in analytical skill, right? Thanks!

KFBS professor - Valarie Zeithaml: @ Xin Peng - absolutely we emphasize analytical skills. We also focus on writing and presentation skills, and logical analytical skills.

Xin Peng: Thanks a lot!

Louise: @Julie-I submitted my application in ED round, and now waiting for the decision, I am very nervous now.

AdmissionsJulieWiley: Louise - do not be nervous - good luck!

Louise: @Julie-thanks! really love UNC and also North Carolina

AdmissionsJulieWiley: Louise - Chapel Hill and UNC are certainly special places...I hope things work out the best for you!

Akshay: @ Prof. Zeithaml: Have students done marketing internships in the printing field (with companies such as MeadWestvaco, RR Donnelley etc.) in the past?

KFBS professor - Valarie Zeithaml: @Akshay - the printing field is in a complete paradigm change, and the ones you mention may not be the most current.

Akshay: @ Prof. Zeithaml: Thanks! So, in which printing companies have students done internships in the last few years?

KFBS professor - Valarie Zeithaml: @Akshay - I am not certain, but the Career Management Center would know. Often, printing jobs do not require an MBA and are therefore typically filled at the undergraduate level.

Suhas: Valarie - I am aware that KFBS has boot /brand camps at the start of the course. Any plans on extending the number of boot camps to include more companies and opportunities for international students?

KFBS 2nd Year - Lauren Scrima: @Suhas - we do not run the brand camps, so we cannot answer your question. I would refer to the companies' individual sites to answer your question.

amit gupta: How open are the recruiters for hiring international students in FMCG retail industry considering the present economic situation ?

KFBS 1st Year - Pat Mignogna: @amit – It really varies from company to company

amit gupta: Thanks Pat

Genhua Jin: I am interested in product management field. I am wondering whether there were many graduates from UNC who took jobs in product management area. Thanks.

KFBS 2nd Year - Lauren Scrima: @Genhua Jin - yes, there are many students who pursue positions in product management. Product is tied very close to brand. Some companies that specialize in product mgmt are Pfizer, ING Direct, and FedEx.

Genhua Jin: Thanks again Lauren. :)

Louise: are there any support programs or funds to help students start their own business

Louise: as I will continue my own adventure after MBA

KFBS 2nd Year - Adam Galea: @Louise - We have classes such as Launching the Venture that address funding and other topics relevant to new start-ups. We will be having an entrepreneurial chat coming up later this season!

Louise: @Adam-thanks! I am looking forward to that chat opportunity!

KFBS 2nd Year - Adam Galea: @Louise: Thank you too!

Esin: Hi Julie, I have seen a lot of interviews of you for application process and they were so beneficial for me, thank you

AdmissionsJulieWiley: Esin, I'm glad they were helpful. Have you had your interview yet?

Esin: @Julie, yes I had my interview on 17th November

Jami: @julie where can i find these interview videos?

AdmissionsJulieWiley: Jami, there are not any interview videos. Perhaps Esin is referring to message board reviews?

Jami: @julie. ok

Esin: @Jami, I can share my interview experience if you are interested in

VA: are there any required courses that students must take prior to their first year at KFBS?

Lisa Beisser: @VA - There are no "required" courses, but we generally look to see that applicants have familiarity with accounting, economics, statistics and calculus. A lot of our students attend ASW (Analytical Skills Workshop) on campus in the summer.

Lisa Beisser: More info about ASW <http://www.kenan-flagler.unc.edu/programs/mba/curriculum/analytic-skills-workshops>

Jami: @lisa who needs to attend ASW course?

KFBS 2nd Year - Adam Galea: @Jami - ASW is recommended for all students. About 40% of the class attends ASW 1 and 80% of the class attends ASW 2.

KFBS 2nd Year - Adam Galea: @Jami: It gives you a great head start on the course load!

Jami: @adam, yes i think ASW will be beneficial especially since i had very few accounting related course during engineering. But it's not mandatory?

KFBS 2nd Year - Adam Galea: @ Jami - It is not mandatory

XiaoXiao Ma: Sorry, what is ASW?

KFBS 2nd Year - Adam Galea: Analytical Skills Workshop

XiaoXiao Ma: @Galea: thanks

VA: Lisa Beisser: More info about ASW <http://www.kenan-flagler.unc.edu/programs/mba/curriculum/analytic-skills-workshops>

Sourav Biswas: Hi Julie, one question, for an applicant from India, who has his entire education where the medium of instruction was English, Is Toefl a must?

AdmissionsJulieWiley: Sourav, no, we are not requiring Toefl from Indian candidates this year

Sourav Biswas: @Julie - Thanks a lot

AdmissionsJulieWiley: Sourave, you're welcome.

AdmissionsJulieWiley: *Sourav

Lisa Beisser: Everyone - we have about 2 minutes more left for this chat. So maybe we can take a couple more questions.

XiaoXiao Ma: @Beisser: How about applicants without accounting/economics/statistics experiences such as me? I plan to apply next year, should I take CFA to improve my finance knowledge?

Lisa Beisser: @XiaoXiao - I don't know if I would recommend the CFA, necessarily, for the purposes of admission. Might be better to take a night course in one of the subjects and/or attend ASW

XiaoXiao Ma: @Beisser: Than how should I improve my accounting/economic skills? I just reading WSJ everyday, but seems not enough.

Suhas: How effective has CIMS been?

Alpesh Chaudhari: Thank you KFBS team for this session.

Louise: @Julie-thank you!

AdmissionsJulieWiley: Louise, you're welcome.

Fazulul Haque Sheik: Thank you so much for the chat.

KFBS 2nd Year - Lauren Scrima: You're welcome!

KFBS 2nd Year - Lauren Scrima: Thank you everyone for participating in this chat session. We will post a transcript of this chat for you to access at a later time. Best of luck with the admissions process!

Lisa Beisser: The transcript of this chat will be posted on this site within a week <http://www.kenan-flagler.unc.edu/admissions/mba/admissions-events/online-chats>.

KFBS 1st Year - Pat Mignogna: Thanks everyone for participating. Good luck with the rest of applications!