

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL'S

Kenan-Flagler Business School

CURRICULUM

To be effective in marketing, managers must view products, services and customers as assets. The MBA Marketing Concentration at UNC's Kenan-Flagler Business School builds skills in traditional product management – including branding, product development and marketing analytics – along with critical customer-centric marketing topics of customer relationship management, services marketing and sales management. The marketing concentration builds skills in four key areas:

- **Marketing Strategy** examines decisions facing managers concerning market selection, entry timing, positioning, targeting, and execution approach in global markets
- **Customer Management** examines cutting edge topics such as one-to-one marketing, data mining, customer profitability, customer acquisition, customer development and customer retention
- **Product Management** involves the development and management of products and services across traditional and dynamic markets
- **Market Analysis** familiarizes students with data sources and tools to analyze brand, firm, and market data to guide critical marketing decisions

Our Staff

Our MBA Career Management Center staff will work with you to design a customized recruiting program to meet your needs, preferences and budget.

Mike Schmidt

Associate Director

Michelle Audette-Bauman

Employer Outreach Coordinator

Meredith Everett

Recruiting Coordinator

“What is critically important is to have the right people in place; to train and coach them so that they can get things done in the marketplace. I've done a lot of recruiting at the UNC Kenan-Flagler and I've found that UNC grads have been very successful at integrating into the marketplace.”

- Michele Buck (MBA '87)

Senior VP, Chief Marketing Officer
The Hershey Company

Marketing is among the top three functional areas of focus for UNC Kenan-Flagler MBA students

Marketing Club

The mission of UNC Kenan-Flagler's MBA Student Marketing Club is to educate and prepare club members for a successful marketing career. Work with marketing club leaders to design an on-campus activity to build you company brand on campus.

Marketing Engagement Timeline

APR	MAY	JUNE	JULY
Schedule on-campus recruiting activities for coming year <ul style="list-style-type: none"> ▪ Debrief previous year's recruiting activities ▪ Plan strategy for next academic year with Career Management Center staff 			
AUG	SEPT	OCT	NOV
Build campus presence and recruit for full-time positions <ul style="list-style-type: none"> ▪ Kenan-Flagler MBA Networking Forum ▪ Company Presentation/Office Hours/Meet & Greet ▪ On-campus Full-time Interviews ▪ Marketing Club activities (Career Treks, Case Competitions, Interview Preparation, etc.) 			
JAN	FEB	MAR	APR
Recruit for internship positions <ul style="list-style-type: none"> ▪ On-campus Internship Interviews ▪ Carolina MBA Connection Career Fair ▪ Regional Interview Forums ▪ Post Full-time/Internship opportunities on the internal Kenan-Flagler job site 			

Companies Recruiting UNC Kenan-Flagler MBA Students

Amazon.com	Delta	ING Direct
American Express	Dr. Pepper Snapple Group	Johnson & Johnson
AT & T	DuPont	Kraft Foods
Bank of America	Ecolab	Lenovo
Bayer	Eli Lilly and Company	Lowe's
BD Technologies	FedEx	Pfizer
Bristol-Myers Squibb	General Electric	Procter & Gamble
Burt's Bees	General Mills, Inc.	Quintiles
Campbell Soup Company	GlaxoSmithKline	Synthes
CIBA Vision	Hanesbrands	UPS
Coca-Cola Company	Hershey	Walmart
Darden Restaurants	IBM	WR Grace