

PROFILE

21%

OF ALL UNC MBA GRADUATES ENTER MARKETING ROLES

2015 MBA COMPENSATION

	MEAN	MEDIAN
BASE SALARY	\$108,627	\$110,000
SIGNING BONUS	\$24,662	\$21,000

CAREER PATHS

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

SELECT EMPLOYERS

- AMAZON
- AMGEN
- BAYER HEALTHCARE
- BECTON, DICKINSON & CO.
- BRISTOL-MYERS SQUIBB
- DR PEPPER SNAPPLE GROUP
- DUPONT
- ELI LILLY AND COMPANY
- GEORGIA-PACIFIC
- GLAXOSMITHKLINE
- IBM
- JOHNSON & JOHNSON
- PEPPERIDGE FARMS
- PROCTER & GAMBLE
- SALESFORCE
- SYNCHRONY FINANCIAL
- THE CAMPBELL'S SOUP COMPANY
- THE CLOROX COMPANY
- THE HERSHEY COMPANY
- UPS



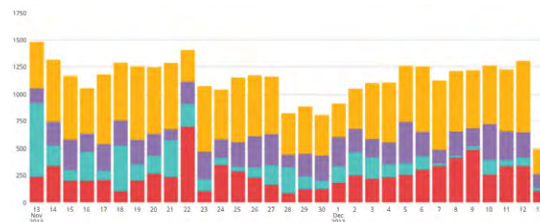
MBA Marketing: At A Glance

UNC Kenan-Flagler's marketing program enables students to explore a variety of leading-edge marketing topics such as brand management, data mining, customer profitability, sales, market strategy and research, and lifetime analysis of customers. In addition to elective offerings, UNC Kenan-Flagler works in partnership with leading firms to offer a series of professional development workshops, in a co-curricular format, to provide students with exposure to various marketing cases, preparation for marketing case interviews, career opportunities outside of brand management, identifying marketing insights and understanding major data providers.

CLASSES OFFERED

- ▶ Consumer Behavior
- ▶ Digital Marketing
- ▶ Marketing Tools
- ▶ Retail and Channel Management
- ▶ Brand Management
- ▶ Marketing Analytics
- ▶ Healthcare Marketing
- ▶ Marketing Strategy
- ▶ Pricing
- ▶ Innovation and Design Thinking
- ▶ Sales
- ▶ Global Marketing

MARKETING ANALYTICS



- Engaging with specific programming **45%**
- 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., General Mills, Georgia-Pacific, Johnson & Johnson, McKinney, Procter & Gamble, Red Venures, 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 personalized guidance. 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.

ALUMNI

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

USING DATA TO MAKE DECISIONS

Generates industry examples to help students learn how data informs brand-making decisions. We partner with a leading data analytics firm to connect detailed data into an overarching brand strategy.

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 (S.T.A.R.)

UNC Kenan-Flagler's S.T.A.R. 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 various preparation events throughout the year, including an intensive interview workshop and advertising evaluation review.

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 S.T.A.R. consulting projects.”

Valarie Zeithaml
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 The David Van Pelt
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 Business School



Shaping Leaders & Driving Results®

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