Marketing Concentration Chat  
November 9, 2012  
UNC Kenan-Flagler Business School

Kelly Lynch_MBA Admissions: (12:21) Hi everyone! - Thanks so much for joining us. The chat will begin in about 10 minutes.

Rajesh Arumugam: (12:26) hi

Rahul: (12:28) Hello

Chris Emond_Mktg Club Pres: (12:29) Hello everyone, and welcome to the Kenan-Flagler Marketing Concentration Chat! My name is Chris Emond, and I am a second year student and President of the MBA Marketing Club. I spent my summer internship at ING Direct in Consumer Insights and Brand Strategy. I am joined today by Professor Valarie Zeithaml; second year marketing student Pat Mignogna; first year marketing student Michael Johnson; and Shandra Jones from Admissions.

Shandra Jones - Admissions Committee: (12:30) Good afternoon, everyone! Thank you for joining the Marketing Chat today. I am a member of the Admissions Committee and look forward to responding to some of the admissions-specific questions.

ram: (12:30) Hello every one

Valarie Zeithaml_Professor and Concentration Coordinator: (12:30) Welcome, all. I look forward to answering your questions about the concentration.

Nick Slatr: (12:31) Hello everyone! Shandra, it was nice to meet you last night at the IMBA event.

Pat Mignogna_2nd year student: (12:31) Hello everyone! I am a second year MBA student focusing on Marketing. I did my summer internship at The Hershey Company working on the Kisses brand. Prior to Kenan-Flagler I worked in government consulting.

Michael Johnson_1st Year Student: (12:31) Hi everyone, I am a first year student concentrating on marketing. I'm looking forward to answering your questions!

Aashoo Kukreja 2: (12:32) Hi

Aashoo Kukreja 2: (12:32) Thanks for hosting the chat

Pragati: (12:33) Hi Chris, can you share your experience at ING?

Chris Emond_Mktg Club Pres: (12:36) @Pragati - I had a great time at ing direct this summer. i spent time working on communications strategy, deciding how to speak to new checking product consumers and educating them on the features of the product they just "bought". i also had a great time looking at consumer banking habits across the globe and putting together an innovation roadmap, detailing
new products and product features that could help keep the company differentiated from competition and on the cutting edge of innovation. overall, a great summer experience.

Brandon Olszewski: (12:32) Thank you all for hosting this chat! How large is the pool of students who chose to pursue the marketing concentration? And as a follow up, how does that compare to the number of students in other concentrations?

Shandra Jones - Admissions Committee: (12:33) @Brandon -- the number of applicants in the pool varies every year but marketing is consistently a popular concentration area for prospective students.

Valarie Zeithaml_Professor and Concentration Coordinator: (12:33) Hi Brandon. Approximately 30% of students entering state that marketing is their concentration. That changes along the way and may be different toward the end, sometimes larger, sometimes smaller.

guest ID.: (12:35) Can we take more than 1 concentration?

Eleanor Nave: (12:35) Hello everyone and thanks for hosting this chat! Are there opportunities for multiple concentrations? For example, if I am interested in both marketing and entrepreneurship are there opportunities to blend coursework, projects, etc?

tarun jain: (12:35) Hi My objective is entrepreneurship but I want to focus on marketing courses as my functional skill. More than 1 conc allowed?

Shandra Jones - Admissions Committee: (12:38) @guest & Eleanor -- yes you can select more than 1 concentration. it just requires planning ahead to ensure that you fulfill all the concentration requirements. many students find themselves close to fulfilling concentration requirements by "accident" just by taking courses of interest to them

Nick Slatr: (12:34) At what point does a student "declare" his or her concentration, whether it is marketing or something else?

Shandra Jones - Admissions Committee: (12:35) @Nick -- applicants can select a concentration upon matriculation and then again throughout the two years here. Many students will change their concentration along the way - very common - based on courses they take and what they learn about potential careers while here.

Shandra Jones - Admissions Committee: (12:36) @ Nick - about a fourth of any class will choose not to select a concentration and remain "general management" focused. Those students select courses a la carte from the many concentration class lists that match their interests/goals

Nick Slatr: (12:37) Shandra, great, thank you for your responses.

Rahul: (12:35) Hi Valarie are there any courses specifically designed for Technology marketing and B2B marketing. These are two of my foucs areas after my MBA.
Valerie Zeithaml_Professor and Concentration Coordinator: (12:39) Rahul, in marketing, we have two
digital courses. These are not just for technology, but discuss technology as it assists strategy. B to B
is spread throughout.

Rahul: (12:40) Thanks Valerie.

Aashoo Kukreja 2: (12:35) I have a question regarding the career prospects after the marketing
concentration, what all profiles can we choose from?

Chris Emond_Mktg Club Pres: (12:36) @Aashoo - can you clarify what you mean by "profiles"

Aashoo Kukreja 2: (12:37) I mean, the job profiles and functions

Chris Emond_Mktg Club Pres: (12:39) @Aashoo - we have a number of top companies come to
campus to recruit for marketing. I'd say we have a heavy percentage of those companies that focus on
the consumer packaged goods space (CPG) and a few that are focused on services or financial services
offerings. Overall, the positions are generally brand manager or marketing manager positions, but we
do have opportunities that focus on marketing analytics, consumer insights and even shopper
marketing (which is newer in the past couple of years).

Aashoo Kukreja 2: (12:43) @Chris: Thanks. If I wish to pursue business development or strategy
consulting, is marketing the right choice for me?

Ram: (12:37) Hi I'm a prospective applicant from India..how hard is it for sum one to move from
technology to marketing. And also could you please throw light on the employment opportunities for
international students in the area of brand management, marketing etc..As, I was told that such
positions are generally reserved for U.S.. citizens, so I am concerned..

Shandra Jones - Admissions Committee: (12:42) @Ram -- Transitioning from other
industries/functions into marketing can certainly be done. Marketing has proven to be an industry
that welcomes career transitioners as long as those students are willing to build their skills while in
school and learn quickly. This is where early access to electives - beginning January of the 1st year - is
important so you can customize your experience before the internship ever starts

Rajesh Arumugam: (12:43) @Shandra Jones Thanks. Your response helps

Dalia Galpern: (12:33) Pat, Shandra, Michael, Kelly, and Valerie - hi! Thank you for taking the time to
answer our questions! I'm interested in learning about what Kenan-Flagler's marketing department and
students are most proud of?

Pat Mignogna_2nd year student: (12:37) @Dalia – The thing that stands out to me about the
marketing concentration/club is the amount of collaboration and knowledge sharing that takes place.
As a group, we work very well together to prepare all marketers for success in their internships, full-
time jobs, and careers in brand management and other marketing functions.

Dalia Galpern: (12:38) @Pat - thanks!
Valarie Zeithaml_Professor and Concentration Coordinator: (12:38) Our marketing area has a number of outstanding and world-wide known professors. JB Steenkamp is internationally known as the world-leading academic in global marketing research and teaching. Zeithaml is the pioneering researcher and teacher in Services Marketing. Each of our professors can be studied online. As a faculty, we are most proud of being a quantitative and strategic faculty. Few schools are better at this.

Edwin Jackson: (12:38) Hello, would each of you mind giving some insight into your pre-mba career backgrounds?

Michael Johnson_1st Year Student: (12:39) Edwin - I was the Marketing and Communications Manager for a regional benefits consulting firm in Raleigh. I started my career in a sales role and moved into a hybrid sale/marketing position.

Edwin Jackson: (12:41) Thank you, Michael - Have many of your peers come from marketing/advertising agencies?

Michael Johnson_1st Year Student: (12:45) Edwin - I am not sure how many come from marketing/advertising backgrounds. I would guess 1/4 of all students have somewhat of a marketing background.

Edwin Jackson: (12:45) Thanks, Michael

Rhyen Curtis 2: (12:33) Can someone expand on the Leadership Initiative?

Michael Johnson_1st Year Student: (12:38) Hi Rhyan. Kenan-Flagler places a large emphasis on leadership development. When you are accepted you will actually take a leadership assessment. During your first year you are required to undertake several leadership initiatives to fulfill the "leadership requirement"

Sumi Kunnath: (12:38) Good afternoon! To Pat and Michael - What is it about UNC that you enjoy most?

Pat Mignogna_2nd year student: (12:40) @Sumi – If I had to narrow it down to one thing, it would have to be the people here. I have been overwhelmed by the amount of support I have received from my fellow classmates.

Sumi Kunnath: (12:41) @Pat - thank you so much! A large part of what I'm looking for as part of my MBA experience is the learning through peers. Your response is very helpful!

Michael Johnson_1st Year Student: (12:43) Sumi - In all honesty it is difficult for me to pinpoint what I enjoy most about UNC. I agree with Pat however, the collaborative environment is truly unique. You learn not only from your professors but also from your classmates and study group members.

Diana Kelly: (12:38) Hi All, thanks for taking the time to answer our questions. I'm thinking this question might be a good one for Pat or anyone else who wasn't involved in marketing directly before school. How did you find the recruiting process for summer internships? How open were employers to you even though you may not have had as much applicable experience as others?
Nick Slatr: (12:41) I'm also very interested in responses to Diana's question, as I am coming from a non-marketing background as well.

Pat Mignonu_2nd year student: (12:44) @Diana – As a career switcher, the school provides a great amount of support to prepare us for our internship search. The marketing curriculum lays a foundation, and the Career Management Center helps us to develop the specific skills that recruiters look for. Also, the second year students, who went through the process the previous year, were incredibly helpful in the preparation process.

Pragati: (12:41) @chris- can you elaborate on shopper marketing?

Chris Emond_Mktg Club Pres: (12:42) @Pragati - Shopper marketing is a focus on what we call consumers' experience in the retail space (places such as Walmart or Target or the supermarket). It examines behaviors and habits and helps determine the best in-store strategy for brands.

Dalia Galpern: (12:41) @Shandra - Could you please talk to the percentage of women in the program and the factors that dictate the lower percentage of women compared to men at Kenan-Flagler?

Shandra Jones - Admissions Committee: (12:45) @Dalia -- Currently women are 30% of the Class of 2014. We are really excited about that percentage but always want more! Factors that contribute to fewer women than men at Kenan-Flagler as the same as those contributing to that dynamic across the larger MBA market. We partner with organizations like Forte Foundation to spread the word to women students and professionals about the utility and many facets of the MBA degree. Ultimately, we want more women in the pipeline because we then have a chance to consider more of them for admission. Help us fine more! :)

Dalia Galpern: (12:49) @Shandra - thank you!

Mehla: (12:42) @Chris: I wanted to know if there are any hands on learning opportunities when it comes to marketing. Of course apart from regular summer internships.

Chris Emond_Mktg Club Pres: (12:45) @Mehla - Yes, there are some that appear and they come through participation in the marketing club. I have had numerous people reach out to me, looking for help with simple (mostly local) marketing problems. In addition to that, there are some courses here that give you an opportunity to execute marketing campaigns (Professor Zeithaml's Advanced Digital Marketing course did last year), plus we even host a case competition for the marketing club that's focused on solving a real-world marketing problem for a well-known brand.

Piyush Jain: (12:42) Hi I have the similar question as Tarun. My focus is healthcare consulting, but I also want to take courses in entrepreneurship and marketing. How flexible is the course curriculum according to our needs?

Valerie Zeithaml_Professor and Concentration Coordinator: (12:44) Piyush, our course curriculum is extremely flexible. A student does not have to concentrate -- you can take any courses you want from any concentration. This allows you to customize based on your desires.
Tom Lazzari: (12:43) I was wondering how strong the recruiting presence was for consumer product company offices in the northeast. Also, Does the Marketing Club hold trips to connect with companies in other cities?

Michael Johnson_1st Year Student: (12:48) Tom - there is definitely a strong presence for CPG companies companies from the northeast. Three weeks ago the marketing club took a "career trek" to NYC and NJ to visit the offices of American Express, Johnson and Johnson, Bayer Consumer Care, Mars Chocolate, and Campbell's.

Tom Lazzari: (12:48) Thank you Michael, sounds perfect

Leandro de la Torriente: (12:43) For the past 7-8 years I've been in new construction sales, technical sales, and engineering sales for two different manufactures. My undergrad is in Mechanical Engineering. How has the marketing concentration impacted the new construction market? Does anyone have any experience with these types of industries?

Valarie Zeithaml_Professor and Concentration Coordinator: (12:48) Leandro: That is a service marketing question that you could study and answer if you came to Kenan-Flagler. We have entrepreneurship and marketing classes (especially Services Marketing) in which you could explore these questions.

Leandro de la Torriente: (12:50) @Valerie - Thank you, do you know of any professors or other students with similar backgrounds that are exploring that? I live in Durham and would be willing to meet up.

Collin Mendez: (12:44) Hi All. Thanks for the information. Could you speak to any international marketing offerings and if there are opportunities to learn about or experience marketing strategies outside the US?

Valarie Zeithaml_Professor and Concentration Coordinator: (12:45) Colin, we have the world's best course in Global Marketing, taught by a professor who was born outside the U.S. and is currently writing two books about Global Marketing.

Ashley Summers: (12:44) Hi! I am currently in the Marketing field and my plan is to pursue international experience whether studying or working abroad. Are there any specific study abroad programs partnered with Kenan-Flagler that specialize in Marketing curriculum?

Shandra Jones - Admissions Committee: (12:48) @Ashley - There are a TON of opportunities to gain international exposure as a student. Global Immersion Electives (GIE) are extremely popular. We offer 6 GIEs each year, each approximately 2wks long, and with various focus areas, of which marketing may be one any given year depending on the faculty member leading the trip. Doing Business In (DBI) is another option that is approximately one week long. Both GIE and DBI give you a chance to meet with companies abroad as well as have cultural experiences and some fun.

Ashley Summers: (12:52) @Shandra - Thank you

rauljoshi: (12:45) What are the opportunities available in product management?
Chris Emond_Mktg Club Pres: (12:47) @rahuljoshi - we have many opportunities in product management, but to give a basic idea of the companies that recruit for those positions, we have: Coca Cola, Dr Pepper Snapple Group, The Hershey Company, Johnson and Johnson Consumer, ACUVUE, Kraft, MARS...the list is very long and all companies offer great experiences

rahuljoshi: (12:49) @Chris, thank you for your response.

Pragati: (12:45) @ Pat- can you elaborate on your experience on a business trek, where you went with classmates to another country/city and made startegies for a company

Pat Mignogna_2nd year student: (12:49) @Pragati – Last year I went on the Marketing Club trek to Chicago. There we had the opportunity to meet with marketers from a number of different companies, including: Kraft, Google, Pitchfork Media, Revolution (sports marketing). I also had the opportunity to travel to China and Japan this past May to visit with roughly 10 companies and learn how business is conducted in foreign markets.

Piyush Jain: (12:45) Thanks Vallarie also in continuum of last Q can we take courses in other affiliated schools (School of public health etc) as a part of MBA or do we need to do a dual degree for that

Valarie Zeithaml_Professor and Concentration Coordinator: (12:46) Piyush. Yes.

Valarie Zeithaml_Professor and Concentration Coordinator: (12:46) Piyush: with or without a joint degree.

Piyush Jain: (12:46) Okay! Thanks. That sounds great

ram: (12:47) @Shandra Jones : Thanks for the insights...And also can sumone confirm on th eopportunities  international students get in areas such as brand management etc...Is it ture that the employers prefer U.S. citizens for most of such roles

Shandra Jones - Admissions Committee: (12:51) @Ram - The truth is that it is more difficult for international students (visa seekers) to secure some of these brand management roles due to the sheer volume of domestic students also vying for those positions. It would be important for you to work closely with the Career Management Center to identify companies that hire international students for marketing roles as well as your own customized approach to building relationships and finding opportunities within those firms.

ram: (12:55) @Shandra : Thanks so much..I'll definitely have the pointers you have mentioned in mind.

Rahul: (12:47) @Chris: Can you give examples fo some Tech companies that have hired UNC students for marketing roles?

Chris Emond_Mktg Club Pres: (12:48) @Rahul - a short list of companies that come on campus to recruit from the tech industry: Microsoft, Amazon, Intel, Dell

Rahul: (12:51) @chris: Thanks for the response
Yvonne Jackson: (12:47) Hello everyone. I was just at IKF last weekend and enjoyed it very much! My question is about how well the marketing classes integrate with technology ones. I work in digital marketing and hope I'd have access to UNC technology resources as well.

Valerie Zeithaml_Professor and Concentration Coordinator: (12:51) Yvonne: I teach two courses in digital marketing. One is a strategic marketing course (technology as a facilitator, not the leader) and one is an advanced course. We have a great technology department. Contact me directly for more information.

Yvonne Jackson: (12:51) Thank you Valerie! That’s good to here.

Aashoo Kukreja 2: (12:48) @Chris: If i wish to pursue business development or strategy consulting, is marketing the right choice for me?

Chris Emond_Mktg Club Pres: (12:50) @Aashoo - I’d say you can take a look at both our marketing and our consulting offerings. I think the combination of both allows you to develop a toolset that will help you succeed in the strategy consulting area. my best advice is to try them both and see which one is most attractive to you - and pursuing both is not a bad idea

Aashoo Kukreja 2: (12:51) @Chris: Thank you

Shandra Jones - Admissions Committee: (12:49) @Aashoo -- if you are interested in strategy and Cons, I would suggest focusing in those areas. You can certainly supplement your strategy or consulting courses with marketing classes too while here.

Aashoo Kukreja 2: (12:50) @Shandra, Thanks.

Sumi Kunnath: (12:49) @Chris, I'm interested in shifting from my current marketing position in the architecture/engineering industry into marketing for luxury goods. Are there any clubs or associations of relevance?

Valerie Zeithaml_Professor and Concentration Coordinator: (12:52) Sumi: We have a course in channels that discusses luxury goods. It is called Retail and Channel Management.

Dalia Galpern: (12:50) A question for 2nd year students: what course in marketing best helped prepare you for your internships?

Chris Emond_Mktg Club Pres: (12:52) @Dalia - I'd say that every marketing course I've taken has provided me with some great information on how to succeed, but I'll identify 3: Services Marketing, Global Marketing Strategy, Digital Marketing

Ashley Summers: (12:52) @Chris - What do you do outside of the classroom? What organizations/clubs are you involved with?

Chris Emond_Mktg Club Pres: (12:54) @Ashley - I am currently the president of the marketing club, im a career mentor (helping first years go through the job search process) an TA for marketing, digital marketing and advanced digital marketing classes...and i'm looking for a job :)}
Rajesh Arumugam: (12:53) @Chris I am business partner in a retail enterprise while also a techno-manager in telecom. I am a prospective student of UNC interested in Marketing and Strategy/GeneralManagement.. Can you please let me know if we can get some internship in retail sector?

Chris Emond_Mktg Club Pres: (12:56) @Rajesh - we have a few companies that recruit for internships in the retail sector - Darden (restaurant group), Target and a few more

Rajesh Arumugam: (12:56) Thanks @Chris

Kyle Christensen: (12:53) Valarie, how do you leverage "Big Data" in your courses in terms of strategy and ethics?

Valarie Zeithaml_Professor and Concentration Coordinator: (12:56) Kyle: "Big Data" is a vague word. We have two courses that currently deal with big data: customer relationship management and marketing analytics. We are also proposing a course in big data using the marriage of social, digital, and CRM.

Tom Lazzari: (12:53) Current students, my wife would be joining me in Chapel Hill, could you comment on how active the Partners club is, and how easy or hard it is for partners to find work in the area.

Michael Johnson_1st Year Student: (12:57) @Tom - I am married, as well. The partners club is quite active, usually hosting different activities every two weeks or so from barbecues to family outings, etc. As far as work for your wife I think it depends on her background and what she is looking for. The Research Triangle Park (the triangle between Raleigh, Durham, and Chapel Hill) is an industry hub for pharma. Durham also has a growing tech sector.

Tom Lazzari: (12:58) @Michael - Thanks again!

rahuljoshi: (12:53) @ Shandra Jones would the limited oppurtunity be true for international students seeking positions in product management?

Shandra Jones - Admissions Committee: (12:56) @Rahul - there are opportunities for international students in product management. the reality is that finding opportunities IN THE US requires a diligent and often individualized search strategy. And frankly you need to be geographically flexible. Your ideal position post-MBA exists but may not be located in the US. That is the reality regardless of the US school you choose. And I think that makes the partnership with CMC, access to resources like a strong alumni network, peer career mentors and career clubs even more important.

Pragati: (12:54) @ Shandra- I have a question regarding interview. I have scheduled a telephonic Interview, but I got a mail from UNC sying that I can also, get an alumni interview, if alumni is available in my city. but when i was booking a date, there was no option for alumni-face to face interview. what should I do?

Shandra Jones - Admissions Committee: (12:57) @Pragati -- Alumni interviews are available now for those cities in which we have alumni trained and ready to interview. If you did not see an alumnus available on the interview chart, I would suggest you schedule either a telephone or Skype interview with admissions in that case.
Dalia Galpern: (12:57) @Chris - could you elaborate on what your key takeaways were from these courses that you felt added value to your internship?

Chris Emond_Mktg Club Pres: (13:00) @Dalia - it's tough to list the top takeaways, but i will tell you the course gave me great opportunities to read cases and have strong discussion on marketing problems that i had not thought about before i got to school. the digital and services classes were very applicable with ING Direct because that is a very digitally focused company. global marketing was an outstanding look at how to approach marketing on a global level (obviously) and determine the right approach to helping products succeed in various regions across the country

Dalia Galpern: (13:01) @Chris - thank you!

Brandon Olszewski: (13:00) @ Pat & Michael - What is your favorite aspect of living in Chapel Hill?

Pat Mignogna_2nd year student: (13:01) @ Brandon – My favorite aspect of Chapel Hill is the combination of good bars/restaurants you would find in a major city, with the close knit feel of a small town.

Michael Johnson_1st Year Student: (13:03) @Brandon - I LOVE Chapel Hill. I actually went to undergrad here and was absolutely thrilled to return for my MBA. The campus is gorgeous. The weather in fall and spring is unbeatable. UNC is a passionate college town. There are a number of great bars and restaurants and most of the nightlife is concentrated on Franklin St. Additionally, we are not too far from the beach (about 2-2.5 hours from Wilmington) or the mountains

Kelly Lynch_MBA Admissions: (13:00) We have 15 minutes remaining in the chat. If you have a question, don't hesitate to ask!

Aashoo Kukreja 2: (13:00) Can you shed some light on Digital marketing? I am currently working in Smartphones and I believe I can use my experience of smartphone technology in Digital marketing

Valarie Zeithaml_Professor and Concentration Coordinator: (13:04) Aashoo- The first course, called Digital Marketing Strategy: Search, Social, Mobile and Beyond, is a strategic course. I have locked in four fantastic speakers (one from a brand company, one from Facebook, two from agencies) each of whom will give their perspectives. My course is built around a framework that I have developed. The second course is a large hands-on course incorporating the Google Online International Marketing Challenge. Groups work for local or other companies and the end result is a real-world digital campaign.

Aashoo Kukreja 2: (13:06) @Valarie Thank you

guest ID.: (13:00) @Chris to be the president of the marketing club should one get elected or appointed?

Chris Emond_Mktg Club Pres: (13:01) @guest ID - it's an elected position. it's also a self-nominated position, so if you want to run, you can
Ashley Summers: (13:01) @1st & 2nd year students - What was the main reason you picked Kenan-Flagler?

Pat Mignogna_2nd year student: (13:03) @ Ashley – I picked Kenan-Flagler because of the collaborative culture, the great companies that recruit here, and the focus on leadership development.

Michael Johnson_1st Year Student: (13:05) @Ashley - I chose Kenan-Flagler for the same reasons as Pat and I’d include the fact that Kenan-Flagler offers what I call a “community of excellence”. The students here are extremely bright and outgoing. Each student brings a unique background to enhance the learning experience.

Ashley Summers: (13:07) @ Pat & Michael - Thanks for sharing your insights.

guest ID.: (13:03) @ Chris- can one run for more than 1 club?

Chris Emond_Mktg Club Pres: (13:04) @guest ID - yes. you can hold as many positions as you’d like. the majority of positions are earned through election. though, i have never seen anyone hold the presidency of 2 clubs at once. however, each club also has VP positions and i have seen presidents hold VP positions of other clubs.

Casey Jordan: (13:05) What is a typical day like for a student? Are you in classes all day?

Chris Emond_Mktg Club Pres: (13:07) @Casey - I’d say that your first semester is filled with 3 things - classes, work with your study group and company presentations. It gets hectic, but is manageable through solid planning. After the first semester, the days vary. You have elective classes, which vary in timing from 8am to 3:30pm and you’re involved in internship searches or job searches and any other school activities you’d like. I’d say your schedules vary based on the activities and events you choose to be involved in.

Michael Johnson_1st Year Student: (13:09) @Casey - Classes last an hour and 20 minutes. As a first year student, you will typically have 3 classes on MWF and two classes on Tues/Thurs. Some people treat the school day similar to a work day - they will come in at 8 and stay until 5 regardless of the actual class schedule. The schedule varies a lot more for second year students when you get to choose your own classes.

Eleanor Nave: (13:05) How would you say the UNC marketing program differs from other top marketing programs, for example Kellogg?

Valarie Zeithaml_Professor and Concentration Coordinator: (13:06) Eleanor- All marketing programs are different and all are in flux. We differentiate ourselves by being strategic and quantitative.

Nick Slater: (13:06) Is there anything you would recommend doing prior to enrollment that might help with a marketing concentration? For example, maybe there is a summer or night course or two (whether at Kenan-Flagler or elsewhere) that might be helpful to someone like me who essentially has no background in marketing? Does Kenan-Flagler offer coursework, or an orientation program, etc. to students prior to beginning their first year?
Shandra Jones - Admissions Committee: (13:08) @Nick - There are no marketing-specific prerequisites or courses we would suggest. BUT you certainly want to make sure that you are comfortable with the core coursework. If you haven't ever taken (or it's been a long time since you took) statistics, that would be worth your while to pursue. Other suggestions we typically offer include accounting and finance

Nick Slatr: (13:10) Thanks, Shandra. That's helpful -- I was actually thinking about statistics and other math courses, as it's been a long time since I took those subjects.

Pat Mignogna _2nd year student: (13:10) @Nick – I don’t know if there are any marketing specific courses that would be helpful. The Career Management center offers Marketing prep sessions, in addition to the curriculum, that I found to be most helpful in my search. The club also brings in different companies who will present about various aspects involved in a typical marketing job

Nick Slatr: (13:11) @Pat, thanks, the Career Management center sounds pretty great -- like it takes a proactive approach to helping students.

Michael Johnson _1st Year Student: (13:11) @Nick - I agree with Shandra. The Analytical Skills Workshop during the summer was very beneficial for me. My background was in sales and marketing so I definitely needed a refresher course on statistics and accounting. It made the transition into full time class work very smooth

Nick Slatr: (13:13) @Michael -- absolutely, I will be in the same boat in terms of statistics and accounting. Is that workshop open to anyone who has been admitted prior to his/her first year

Michael Johnson _1st Year Student: (13:13) Nick - yes, it is open to all admitted students.. In fact, it is highly encouraged


Brandon Stephenson: (13:06) how do you feel about recruiters visiting campus for marketing positions/internships? are you finding positions through the career center or doing the legwork mostly on your own?

Valarie Zeithaml_Professor and Concentration Coordinator: (13:09) Brandon-Students who want to do independent searches do so with the help of the Career Management Center. The Center helps students who have specific desires (I’ve had students want to work in digital, for example) learn to use LinkedIn and other techniques. I try to help students as well.

Ryan Pflum: (13:07) @ 2nd year students – Can you please give some insight into the selection process for your internships and with what ease you were able to find something that matched your career interests?

Chris Emond_Mktg Club Pres: (13:09) @Ryan - the selection process can be tailored to your liking. the school has many many top companies come to recruit for internship positions. the best way to decide what you want is to go see their company presentations and get to know more about they type of culture the companies have and the type of work they offer. i'd say the majority of students here
were able to find internships that either matched their interests or put them in the right direction to meet their career aspirations

Ashley Summers: (13:08) @Students - Where do most of the MBA students live?

Shandra Jones - Admissions Committee: (13:11) @Ashley - There are affordable housing options on-campus and within a few miles of campus. Most students live within a few miles of campus, due to proximity, access to other students with whom to carpool, and access to free and/or cheap public transportation.

Shandra Jones - Admissions Committee: (13:11) @Ashley - You will hear a lot about Baity Hill (on-campus), Alta Springs, Southern Village, Durham and other communities nearby as well as downtown Chapel Hill

Sumi Kunnath: (13:10) Sumi Kunnath: @Chris, I'm interested in shifting from my current marketing position in the architecture/engineering industry into marketing for luxury goods. Are there any clubs or associations of relevance?

Chris Emond_Mktg Club Pres: (13:13) @Sumi - I'd say the marketing club will help point you in the direction of marketing for luxury goods. though there are slight differences in the strategic approaches, the basics of marketing are the same and will help you out with your career search. also, some of the course I mentioned before (Services, global, even brand management) will help educate you on the tools you'll need to make your move into luxury marketing

Sumi Kunnath: (13:13) @Chris - thank you for the insight!

Vikrant Agrawal: (13:11) for people involved in High - tech industry, who want to move into marketing/Business development of technology related products/services what other courses/seminar are there apart from digital marketing?

Valarie Zeithaml_Professor and Concentration Coordinator: (13:12) Vikrant--Entrepreneurship, entrepreneurial marketing, lots of other courses in the entrepreneurship area.

DallasGirl: (13:13) Hello, I'm looking to apply to UNC and my goal it to transition from IT mgmt consulting into product management. I'd like to work in the west coast where my spouse is based. I looked up your recruitment statistics, but couldn't find what % of your recent grads got placed in the west coast. Some schools provide placement statistics by geography. Does UNC have any like that?

Shandra Jones - Admissions Committee: (13:15) @DallasGirl - UNC has a robust West Coast Initiative to both recruit more students from the West and expand the recruiting opportunities for students out west. This year approximately 9% of the graduating class took positions on the West Coast and we predict that number to continue increasing based on the industries and opportunities of interest to students that are available in that region. You can check the website for the 5-year placement spreadsheet that allows you to sort by placement city too for more information

Shandra Jones - Admissions Committee: (13:16) @Dallas -- the 5-year spreadsheet is available at: http://www.kenan-flagler.unc.edu/programs/mba/career/recruiter-roster
DallasGirl: (13:17) shandra - thanks for the west coast update.

Kelly Lynch_MBA Admissions: (13:15) Thank you all for joining us today! We hope you were able to have your questions answered. I will be posting the transcript for this chat on our website early next week for your reference.

Nick Slatr: (13:16) Thanks Kelly, and everyone -- this was a great chat.

Ashley Summers: (13:16) @Shandra & UNC team - This has been super helpful to get real time feedback during the application process. Thanks!

Valarie Zeithaml_Professor and Concentration Coordinator: (13:16) Goodbye, all. I hope to see you here on campus.

Chris Emond_Mktg Club Pres: (13:17) Thanks everyone! Good luck with the admissions process!
Pat Mignogna_2nd year student: (13:17) Thanks to everyone who participated! Good luck!

Michael Johnson_1st Year Student: (13:17) Thanks everyone, hope you enjoyed the chat and best of luck with applications. I hope to see you here next year!

Shandra Jones - Admissions Committee: (13:18) Thanks for coming, everyone! We look forward to seeing you on-campus or around the globe soon...

Brandon Olszewski: (13:13) Thank you Pat, Michael, Valarie, Shandra and Kelly for hosting this chat! I look forward to continuing to learn about the Kenan-Flagler program and applying for Round 2 consideratio. Have a great weekend everyone.

Eleanor Nave: (13:16) Thank you everyone your insights!

Rahul: (13:17) Thanks all

Rajesh Arumugam: (13:18) Thanks for the session. It provided good amount of insights.

Ryan Pflum: (13:18) Thank you everyone.

Shandra Jones - Admissions Committee: (13:18) Thanks for coming, everyone! We look forward to seeing you on-campus or around the globe soon...

Yvonne Jackson 2: (13:18) Thank you!

Aashoo Kukreja 2: (13:18) Thank you for hosting this session

Dalia Galpern: (13:18) Thanks you, I look forward to meeting you soon!

ram: (13:19) Thanks a lot guys!

Aashoo Kukreja 2: (13:20) I had couple of questions specific to admission process, who can I contact?
tarun jain: (13:21) Thanks!

Mary Corona: (13:22) Thank you!

Roger Green: (13:24) I will catch the next chats coming up!

Girard Hardy: (13:25) I've totally missed most of the chat, but is there someone that I could contact with questions?

Roger Green: (13:25) Thanks Lisa!