MBA Marketing: At A Glance

UNC Kenan-Flagler’s Marketing program enables students to explore a variety of leading-edge marketing topics including brand management, marketing analytics, sales, marketing research and strategy, and consumer behavior. 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.

20% OF ALL UNC MBA GRADUATES ENTER MARKETING ROLES

2018 MBA COMPENSATION

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<th>MEAN</th>
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<td>$116,543</td>
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SELECT CLASSES OFFERED

- Consumer Behavior
- Digital Marketing
- Marketing Tools
- Retail and Channel Management
- Brand Management
- Marketing Analytics: Big Data
- Healthcare Marketing
- Marketing Strategy
- Pricing
- Healthcare Brand Plan
- Sales
- Global Marketing

KEY RESOURCES

MBA CAREER AND LEADERSHIP

The mission of the Career & Leadership team is to Equip, Shape and Connect. We equip MBA students to achieve their career aspirations by offering a broad range of career development resources including individualized coaching, workshops and career treks. Our Employer Engagement team connects employers with MBA students and alumni and actively manages relationships with dozens of leading consumer packaged goods, technology, healthcare, services and manufacturing organizations.

UNC KENAN-FLAGLER MARKETING CAREER CLUB

As one of the most active student organizations at UNC Kenan-Flagler Business School, the Marketing Club’s mission is to help provide students with relevant tools, education and experiences to conduct effective career searches, perform during interviews and provide insight into how to perform well during the internship and post-graduate careers. The Club sponsors a variety of employer panel discussions and industry education sessions. Networking events have included advertising and brand positioning workshops, mock interviews and in-store retail walks.

MARKETING DEVELOPMENT PROGRAM (MDP)

These interactive sessions facilitated by the Career and Leadership team allow students to participate in actual marketing cases and promotions from world-leading companies. Sessions have included understanding the industry, identifying consumer insights and preparing for marketing-based careers. Companies that have participated include: Dr Pepper Snapple Group, Johnson & Johnson, Procter & Gamble and The Hershey Company.

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.
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 marketing analytics, 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.

Valerie Zeithaml
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The David Van Pelt Family Professor in Marketing
UNC Kenan-Flagler Business School

www.kenan-flagler.unc.edu/programs/mba