

MARKETING

Make a name for yourself.

UNC Kenan-Flagler enables students to explore a variety of leading-edge marketing topics including brand management, digital marketing and social media, marketing analytics, sales, marketing research and strategy, and consumer behavior. Students are exposed to key marketing frameworks, delve into cases, identify marketing insights, explore career opportunities, hear from industry leaders, prepare for marketing case interviews, and connect with alumni in marketing positions globally.

EDUCATIONAL RESOURCES

Marketing Advisory Board

The Marketing Advisory Board (MAB), comprised of industry leaders and alumni, supports our mission to build marketing leadership at UNC Kenan-Flagler. The MAB aligns our academics with industry needs, enhances career development and opportunities, and promotes thought leadership, augmenting the student experience at UNC Kenan-Flagler.

The Marketing Club

As one of the most active student organizations at UNC Kenan-Flagler, the Marketing Club provides students with tools, education and experiences to enhance career searches, perform well in job interviews and provide insights for successful internships and careers. The club sponsors employer panels and industry education sessions. Networking events have included advertising and brand positioning workshops, mock interviews and in-store retail walks.

“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, managing technology-intensive markets, 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 STAR consulting projects.”

Sridhar Balasubramanian
The Roy and Alice H. Richards Bicentennial Distinguished Scholar



EXPERIENTIAL LEARNING

Case Competitions

UNC Kenan-Flagler hosts case competitions with industry leaders and our students are invited to participate in national case competitions hosted by fellow top-tier business schools and corporations such as PepsiCo each year.

STAR Marketing

Students develop essential skills for their careers in marketing through the STAR (Student Teams Achieving Results) program, working with real companies to solve complex marketing challenges. Past participants include NASCAR, Procter & Gamble, Nestle, Chili's, ESPN, Lenovo and Eli Lilly.

SELECT COURSES OFFERED

- » Behavioral Economics
- » Brand Management
- » Consumer Behavior
- » Data Science and Artificial Intelligence in Business
- » Digital Marketing and Social Media
- » Global Marketing
- » Healthcare Brand Plan
- » Healthcare Marketing
- » Innovation and Design Thinking
- » Managing Customer Data: Journeys, Insights and Growth Strategies
- » Marketing Research: Machine Learning for Consumer Insights
- » Marketing Strategy
- » Marketing Strategy in Technology-Intensive Environments
- » Pricing
- » Product Management
- » Retail and e-Tail Management
- » Sales: Professional Selling Strategies and Skills



KENAN-FLAGLER BUSINESS SCHOOL
Full-Time MBA

mba.unc.edu/marketing

For more information: mba_info@unc.edu



PROFESSIONAL AND CAREER DEVELOPMENT

UNC Kenan-Flagler offers numerous resources for students pursuing careers in marketing, including personalized career coaching, workshops and case studies, and formal opportunities to learn from and network with dozens of leading CPG, technology, healthcare, services and manufacturing organizations through office hours, coffee chats and company presentations.

Advanced Marketing Workshops

Workshops are developed based on student interests and prepare students for effective job searches and success in their marketing careers. Past workshops include:

Cracking the Marketing Case: Real-life examples of past promotions and branding help students prepare for case questions and marketing interviews.

So You Don't Want to be a Brand Manager: Students are exposed to careers outside of CPG, including roles in technology, healthcare and retail companies.

Using Your Internship to Advance a Career: Students learn what to expect from an internship and how to convert it into a full-time employment offer.

Company Networking Opportunities

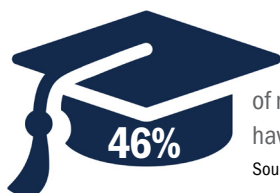
UNC Kenan-Flagler provides opportunities to network with leading marketing organizations from various industries in mock interviews and happy hour events.

Career Interview Preparation

Students practice their interviewing skills and receive intensive feedback from career coaches and second-year students, building on strengths and identifying areas for further development.

Alumni

A broad and active network of UNC alumni work in key marketing roles, helping students explore careers in brand/product management, market research, new product development, advertising, and sales management.



of newly hired **CMOs** have **MBAs**.

Source: Heidrick & Struggles



CMOs WHO WORK WELL WITH CIOs see 76% higher profit in their organizations.

Source: Gartner

TOP CMO PRIORITIES IN 2025 are new AI technology, changing talent, customer acquisition strategies and the need to increase cross-functional collaboration.

Source: Gartner



CAREER PATHS

- » Brand Management
- » Brand Strategy
- » Data Analytics
- » Market Research/Consumer Insights
- » Marketing
- » New Product Development
- » Pricing
- » Product Management
- » Sales/B2B

KEY EMPLOYERS

- | | |
|-------------------------|-----------------------|
| » Amazon | » Lilly |
| » Amgen | » Mars Petcare |
| » Bristol-Myers Squibb | » Microsoft |
| » Delta Airlines | » Procter & Gamble |
| » FedEx | » Sanofi |
| » Ford Motor Company | » The Hershey Company |
| » Haleon (formerly GSK) | » UPS |
| » Kenvue (formerly J&J) | » Walmart |
| » Keurig Dr Pepper | |

COMPENSATION*

BASE SALARY
\$139,637

SIGNING BONUS
\$32,558

*Mean compensation in 2025 for all UNC Kenan-Flagler Full-Time MBA graduates; signing bonus is based on % of students who reported receiving a bonus.