

# 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

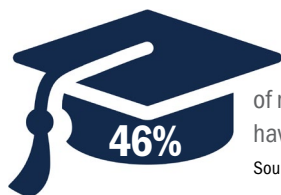
### Marketing Development Program (MDP)

Students participate in interactive sessions on actual marketing cases from leading companies.

- Key topics: Understanding the industry, identifying consumer insights, and preparing for marketing-based careers.
- Past participating companies: Dr Pepper Snapple Group, Johnson & Johnson, Procter & Gamble and The Hershey Company.

“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



46% of newly hired CMOs have MBAs.

Source: Heidrick & Struggles



## EXPERIENTIAL LEARNING

### Case Competitions

UNC Kenan-Flagler hosts case competitions with industry leaders including Procter & Gamble, 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, Panera, Chili's, ESPN, GE, Lenovo and Eli Lilly.

## SELECT COURSES OFFERED

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



## 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.

### Shadow Days

On one-day company visits, students interact with some of the world's largest brands, including Hershey's, Procter & Gamble and UPS, and meet with UNC alumni in senior leadership roles to evaluate cultural fit in the early stages of the career search process.

### 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.



**CMOs WHO WORK WELL WITH CIOs** see 76% higher profit in their organizations.  
Source: Gartner

**37% OF EMPLOYERS** surveyed hired MBAs into marketing roles.

Source: QS TopMBA.com Jobs & Salary Trends Report 2018



## CAREER PATHS

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

## KEY EMPLOYERS

- » Amazon
- » Amgen
- » Bayer
- » Bristol-Myers Squibb
- » Cisco
- » Dell
- » Delta Airlines
- » Ecolab
- » Eli Lilly and Company
- » Genentech
- » Haleon (formerly GSK)
- » The Hershey Company
- » Kenvue (formerly J&J)
- » Keurig Dr Pepper
- » Microsoft
- » Procter & Gamble
- » UPS
- » Walmart

## COMPENSATION\*

BASE SALARY	SIGNING BONUS	TOTAL
\$146,779	+ \$34,555	= \$181,334

\*Mean compensation in 2023 for UNC Kenan-Flagler Full-Time MBA graduates