

PROFILE

20%
OF ALL UNC MBA GRADUATES
ENTER MARKETING ROLES

OVERALL 2019 MBA COMPENSATION

MEAN

BASE SALARY	\$123,980
SIGNING BONUS	\$29,585

CAREER PATHS

- BRAND MANAGEMENT
- BRAND STRATEGY
- DATA ANALYTICS
- MARKET RESEARCH
- MARKETING
- NEW PRODUCT DEVELOPMENT
- PRICING
- PRODUCT MANAGEMENT
- SALES/B2B

SELECT EMPLOYERS

- AMAZON
- AMGEN
- BRISTOL-MYERS SQUIBB
- CISCO
- DELL
- DELTA AIRLINES
- ELI LILLY AND COMPANY
- GLAXOSMITHKLINE
- IBM
- JOHNSON & JOHNSON
- KEURIG DR PEPPER
- MICROSOFT
- NESTLE
- PROCTER & GAMBLE
- THE COCA-COLA COMPANY
- THE HERSHEY COMPANY
- UNITED AIRLINES
- UPS

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.

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.



PROFESSIONAL DEVELOPMENT EXPERIENTIAL LEARNING OPPORTUNITIES

ADVANCED MARKETING WORKSHOPS

The Career & Leadership team offers a number of workshops to complement job search strategies to secure internships and prepare students for post-MBA marketing careers. Recent workshops include:

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

So You Don't Want To Be a Brand Manager: Exposes students to marketing careers outside of consumer packaged goods. Technology, healthcare and retail companies have participated in these panel discussions.

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 (STAR)

UNC Kenan-Flagler's STAR program provides hands-on learning by working on a variety of marketing challenges and strategies with real companies. Companies that have recently participated include Nascar, Panera, Chili's, ESPN, GE, Lenovo and Eli Lilly.

SHADOW DAYS

Students visit top marketing firms during one-day, on-site visits with top marketing companies around the U.S. Companies offer personalized time for students to interact with UNC alumni and Senior Leadership. It is the perfect opportunity to explore various companies and to evaluate company and cultural fit early in the career search process.

COMPANY SPONSORED EVENTS

Students have the opportunity to connect with UNC employers via a variety of industry specific events, including: Hershey Mock Interviews; Airline Industry Interview Prep, hosted by Delta Airlines; and Company Happy Hours.

CAREER INTERVIEW PREPARATION

The Career & Leadership team, in collaboration with the Marketing Career Club host a number of opportunities for students to practice their interviewing skills prior to the recruiting season. From "Speed Networking" events to "Mock Mondays", students are provided intensive practice and feedback sessions by Career & Leadership staff and second-year students to build on current interviewing strengths and address areas of development.

“ 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
MBA Concentration Leader
for Marketing

The Roy and Alice H. Richards
Bicentennial Distinguished Scholar
UNC Kenan-Flagler
Business School

