Marketing Career & Academic Path Reviews

Samantha Paulinski

Today’s Panel

• Andrew Stephen, Marketing faculty
• Bill Slivka, Executive in Residence
• Katya Kletter, Katz alumnae
• Marlea Handler, Katz alumnae
• Phil Tedesco, Katz alumnus
• Sean Meigs, Katz alumnus
• Terry Faber, 2nd year Katz marketing student
• Tom Higgins, Katz alumnus

Today’s Objective:

Provide insight into academic & career planning for a successful future in marketing
MBA Core Classes

- BACC 2401 Financial Accounting (3 credits)
- BECN 2401 Economic Analysis (3 credits)
- BQOM 2401 Statistical Analysis (3 credits)
- BOAH 2409 Organizational Behavior (1.5 credits)
- BFIN 2409 Financial Management 1 (1.5 credits)
- BMKT 2409 Marketing Management (1.5 credits)
- BMIS 2409 Information Systems (1.5 credits)
- BQOM 2421 Decision Technologies (1.5 credits)
- BSPP 2409 Strategic Management (1.5 credits)
- BSEO 2401 Business Ethics (1.5 credits)
- BIND 2444 Management Simulation (3 credits)

Total core: 22.5 credits

2 year MBA: First Year Overview

Fall 2013
- BACC 2401 Financial Accounting (3 credits) – all semester
- BECN 2401 Economic Analysis (3 credits) – all semester
- BQOM 2401 Statistical Analysis (3 credits) – all semester
- BFIN 2409 Financial Management 1 (1.5 credits) – fall 1
- BOAH 2409 Organizational Behavior (1.5 credits) – fall 1
- BMKT 2409 Marketing Management (1.5 credits) – fall 2
- 1.5 credits – elective of your choice

Total Credits: 15

Spring 2014
- BQOM 2421 Decision Technologies (1.5 credits) – spring 1
- BSPP 2409 Strategic Management (1.5 credits) – spring 1
- BMIS 2409 Information Systems (1.5 credits) – spring 2
- BSEO 2401 Business Ethics (1.5 credits) – spring 2
- 9.0 credits – electives of your choice

Total Credits: 15

2 year MBA: Second Year Overview

Fall 2014
- Elective courses
  - concentration
  - certificate
  - “filling the gap” from your internship

Total Credits: 15

Spring 2015
- BIND 2444 Management Simulation (3 credits) – all semester
- Elective courses
  - concentration
  - certificate
  - “filling the gap” from your internship

Total Credits: 12-15
# 1 year MBA: Overview

### Fall 2013
- BACC 2401 Financial Accounting (3 credits) – all semester
- BECN 2401 Economic Analysis (3 credits) – all semester
- BDQM 2401 Statistical Analysis (3 credits) – all semester
- BFIN 2409 Financial Management 1 (1.5 credits) – fall 1
- BMKT 2409 Marketing Management (1.5 credits) – fall 2
- 6.0 credits – electives of your choice

<table>
<thead>
<tr>
<th>Total Credits: 18</th>
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</thead>
</table>

### Spring 2014
- BDQM 2421 Decision Technologies (1.5 credits) – spring 1
- 6.0 credits – electives of your choice

<table>
<thead>
<tr>
<th>Total Credits: 18</th>
</tr>
</thead>
</table>

### Summer 2014
- BOAH 2409 Organizational Behavior (1.5 credits) – summer 1
- BSPP 2409 Strategic Management (1.5 credits) – summer 1
- BMIS 2409 Information Systems (1.5 credits) – summer 2
- BSED 2401 Business Ethics (1.5 credits) – summer 2
- 9.0 credits – electives of your choice

<table>
<thead>
<tr>
<th>Total Credits: 15-18</th>
</tr>
</thead>
</table>

### Concentrations
- Defined as taking nine (9) credits within a given area, excluding core courses
- Not official (will not show on your transcript or diploma)
- Allows you to clearly define your academic and career goals
- You are able to concentrate in the following areas:
  - Finance
  - Information Systems
  - Marketing
  - Operations
  - Organizational Behavior/Human Resources
  - Strategy (requires a secondary concentration)

### Katz Certificates
- Provides EBL opportunities & illustrates the importance of collaboration across business areas
- 1yr and 2yr students are required to pursue a certificate
- Certificates will be awarded to Katz students when all of the following criteria have been satisfied:
  - 10.5 credits, chosen from the approved list of courses
  - Grades of ‘B’ or better for each certificate course
  - A minimum ‘B+’ average (3.250 QPA) across all certificate courses
Katz Certificates

• Corporate Financial Management
• Corporate Valuation
• Investments and Trading
• Digital Marketing
• Global Management
• Global Supply Chain Management
• Project Management
• Organizational Leadership
• Technology, Innovation, and Entrepreneurship

For the Panel

• What courses did you find to be most beneficial?
• What courses outside of the marketing realm should be considered?

Career Tracks in Marketing

• Brand and Product Management
• Consumer Insights
• Digital and Social Media Marketing
• Business Development/Sales
Brand & Product Management Track

- Positions:
  - Assistant Brand Manager
  - Brand Manager
  - Marketing Manager
  - Product Development Manager
  - Marketing Manager
  - Product Marketing Manager
  - Merchandise Manager

Brand & Product Management Track

- Key Skills Needed:
  - analytical
  - communication
  - ability to synthesize
  - understanding the technology behind the product
  - ability to talk with different audiences
  - strategic thinking – short and long term
  - Creativity
  - strong interpersonal communication,
  - relationship building
  - cross-functional project management

Companies also look for candidates to demonstrate a passion for marketing and brand/product management in

Brand & Product Management Track

Suggested Elective Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Term to be offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMKT 2033-International Marketing</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2006-Marketing Planning and Strategy</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2513-Consumer Behavior 1</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2514-Consumer Behavior 2</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2522-Sales Management</td>
<td>1.5</td>
<td>Fall</td>
</tr>
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<td>BMKT 2502-Product Development and Management</td>
<td>3.0</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2502-Advertising</td>
<td>1.5</td>
<td>Summer</td>
</tr>
<tr>
<td>BMKT 2520-Services Marketing: Strategies and Tactics</td>
<td>1.5</td>
<td>Fall/Summer</td>
</tr>
<tr>
<td>BMKT 2520-Marketing Research</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2522-Practicing Strategies and Tactics</td>
<td>1.5</td>
<td>variable</td>
</tr>
<tr>
<td>BMKT 2523-Business to Business</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2564-Shopper Marketing</td>
<td>3.0</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2565-Digital and Social Media Analytics</td>
<td>3.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2540-Brand Management</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2599-Consulting Field Project</td>
<td>1.0</td>
<td>Fall/Spring</td>
</tr>
</tbody>
</table>

Suggested Katz Certificates: Digital Marketing; Project Management; Technology, Innovation, and Entrepreneurship
For the Panel

- What type of experience should students have if interested in this field?

- What skills do you consider to be the most critical for someone looking to get into this field?

Consumer Insights Track

- Positions:
  - Consumer Insights Manager
  - Associate Manager - Customer Insights
  - Consumer Insights Researcher
  - Consumer & Shopper Insights Specialist
  - Research Manager
  - Market Research Specialist
  - Market Analyst
  - Consumer Behavior Analyst

Consumer Insights Track

- Key Skills Needed:
  - analytical
  - ability to synthesize
  - high attention to detail
  - written and oral communication
  - curious
  - active listening
  - creative problem solving
  - cross functional teamwork.

Companies will also look for experience with industry-standard marketing research systems and tools (e.g., Nielsen, IRI).
## Consumer Insights Track

### Suggested Elective Courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Term Likely to Be Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMKT 2509</td>
<td>Marketing Planning and Strategy</td>
<td>1.5</td>
<td>Fall/Spring</td>
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<td>BMKT 2513</td>
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<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2514</td>
<td>Consumer Behavior 2</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2522</td>
<td>Marketing and Social Media Strategy</td>
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<td>Spring</td>
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<tr>
<td>BMKT 2526</td>
<td>Product Development and Management</td>
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<td>BMKT 2528</td>
<td>Sales Management</td>
<td>1.5</td>
<td>Summer</td>
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<td>BMKT 2530</td>
<td>Business-to-Business</td>
<td>1.5</td>
<td>Fall</td>
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<td>BMKT 2531</td>
<td>Marketing Research</td>
<td>3.0</td>
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<tr>
<td>BMKT 2532</td>
<td>Pricing Strategies and Tactics</td>
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<td>Fall</td>
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<td>BMKT 2533</td>
<td>Business-to-Business</td>
<td>1.5</td>
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<td>BMKT 2534</td>
<td>Digital Marketing Research</td>
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<td>Fall</td>
</tr>
<tr>
<td>BMKT 2535</td>
<td>Digital/Social Media Analytics</td>
<td>1.5</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2536</td>
<td>Digital Media Strategist</td>
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<tr>
<td>BMKT 2537</td>
<td>Digital Media Strategist</td>
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<tr>
<td>BMKT 2538</td>
<td>Social Media Strategist</td>
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<td>Fall</td>
</tr>
<tr>
<td>BMKT 2539</td>
<td>Social Media Analyst</td>
<td>1.5</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2540</td>
<td>Consulting Field Project</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2570</td>
<td>Data Mining</td>
<td>3.0</td>
<td>Fall</td>
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### Suggested Katz Certificates:

- Digital Marketing; Project Management

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## For the Panel

- If someone is beginning or switching their career, what would you recommend they take advantage of at Katz or do to prepare themselves?

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## Digital & Social Media Marketing Track

- Positions:
  - Digital Media Coordinator
  - Digital Marketing Manager
  - Digital/Social Media Manager
  - Associate Digital Analyst
  - Digital Media Strategist
  - Social Media Manager
  - Community Manager
  - Social Media Analyst
Digital & Social Media Marketing Track

• Key Skills Needed:
  – creativity
  – technical ability
  – excellent communication – specifically writing
  – analytical ability

Companies also look for candidates to demonstrate a passion for digital marketing and social media, and increasingly look for candidates with some analytics knowledge.

Digital & Social Media Marketing Track

Suggested Elective Courses:

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<tr>
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<tr>
<td>BSEO 2511 Management of Strategic Alliances 1</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2525 Competitive Intelligence</td>
<td>1.5</td>
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<tr>
<td>BSEO 2530 Entrepreneurship and New Venture Initiative</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BSEO 2531 Strategic Management of Acquisitions and Disposition</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2522 Sales Management</td>
<td>1.5</td>
<td>Fall</td>
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<tr>
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<td>1.5</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2540-Consulting Field Project</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BMKT 2552-Negotiations, Teamwork, and Change</td>
<td>1.5</td>
<td>Fall/Spring/Summer</td>
</tr>
</tbody>
</table>

Suggested Katz Certificates: Digital Marketing

For the Panel

• Where should our students be active and be looking to gain experience?
Business Development/Sales Track

• Positions:
  – Sales Representative
  – District Sales Manager
  – Regional Sales Manager
  – Business Development Manager
  – New Business Development Manager
  – Customer Account Manager

Business Development/Sales Track

• Key Skills Needed:
  – excellent communication
  – ability to quickly adapt
  – Negotiation
  – ability to build long-term relationships
  – ability to quickly read people
  – analytical
  – passion for product/company

Business Development/Sales Track

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<td>Fall/Spring</td>
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</tbody>
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Suggested Katz Certificates: Digital Marketing; Technology, Innovation, and Entrepreneurship; Global Management; Organizational Leadership
For the Panel

• What would you advise students in this career path to take advantage of at Katz or in the Pittsburgh community?

Companies who have previously interviewed or hired Katz marketing students

• Steeltown Entertainment
• CSE Corporation
• Colony Brands
• Novartis
• Westinghouse
• Sunoco
• Smith Micro Software
• IBM
• Kraft
• PNC
• PPG
• T-Mobile
• Hershey
• Philips
• GSK
• CVS
• POPAI
• Goodyear Tire Company
• IMPAQT
• Matthews International
• McKesson
• Olympus
• GNC
• Henkel
• FedEx

Companies who have previously interviewed or hired Katz marketing students

• Colgate-Palmolive
• Flyer City Media
• Campbell's
• Georgia Pacific
• SDLC Partners
• ThermoFisher
• American Eagle
• Bimbo Bakeries
• Unilever
• Merck
• Nestle
• Big Burrito
• Honeywell
• Abarta
• Sam’s Club
• StarKist
• Crane
• Giant Eagle
Professional Organizations

• American Marketing Association (AMA)
• Category Management Association
• Association of Product Management and Product Marketing

For the Panel

• What professional organizations do you belong to and/or think are beneficial?

Katz Organizations

• Marketing Club
• Toastmasters Club
Questions?