

Smith School Marketing Full-Time MBA

Agenda

- A few words from your predecessors
- The Marketing curriculum
- Q & A

The Goal: Success in a Marketing Role

Brand
Manager

Marketing
Research

Product
Manager

Advertising

Marketing
Manager

Consulting

Entrepreneurship



Success in a Marketing Role



Brand Manager

Marketing Research



Advertising



Product Manager

Consulting

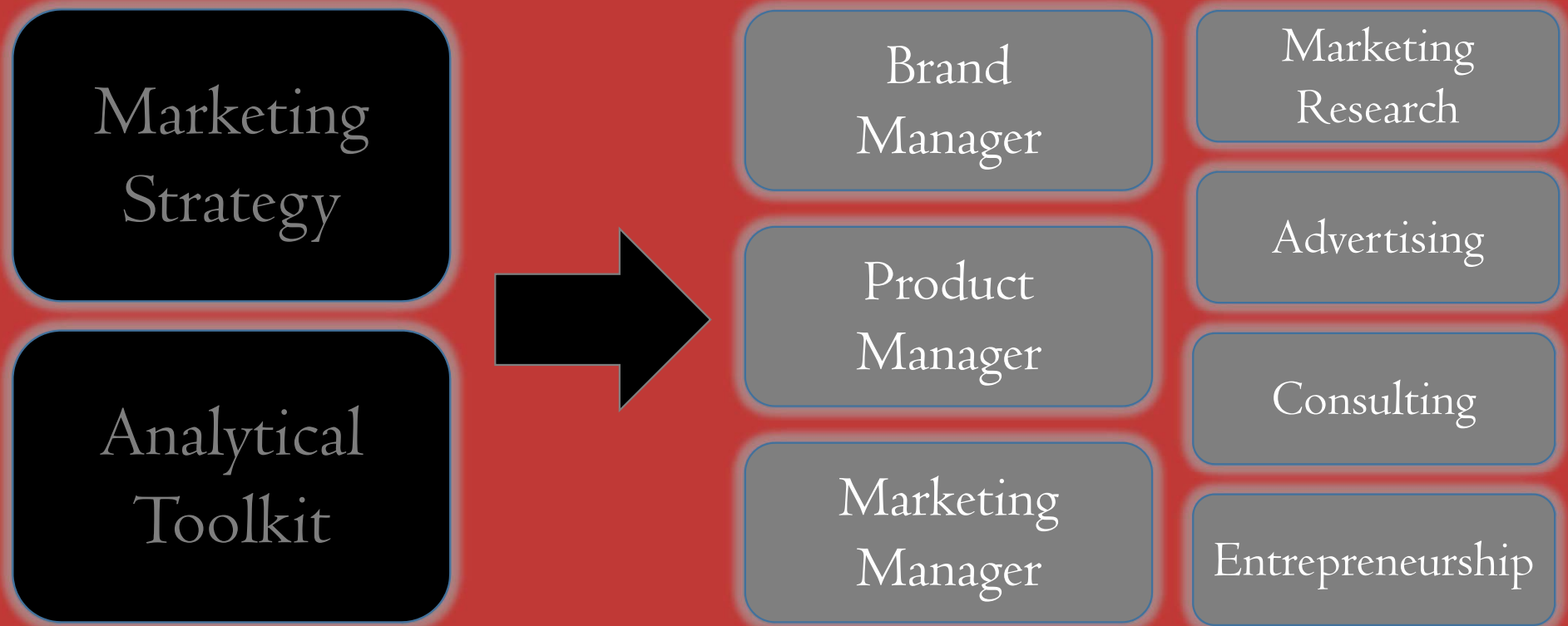


Marketing Manager

Entrepreneurship



Two Sets of Skills: Strategy and Analytics



The Marketing Curriculum

Marketing
Strategy

Consumer
Behavior
(702)

Integrated
Brand
Mgmt
(714)

Digital
Channels &
Platforms
(716)

Pricing
Strategies
(711)

Analytical
Toolkit

Marketing
Research
(701)

Market
Forecasting
(713)

Advanced
Marketing
Analytics
(710)

The Marketing Curriculum

Consumer
Behavior
(702)

Integrated
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Digital
Channels &
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(716)

Pricing
Strategies
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Marketing
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Market
Forecasting
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Advanced
Marketing
Analytics
(710)

Marketing
Strategy
Capstone
(703)

Q & A