# marketing

# >Next-generation marketing leadership

Marketing today contributes directly to corporate strategy. Providing insight and direction for the deployment of corporate assets is the role of marketing within the organization. The understanding, generation and delivery of value are the key challenges and outcomes required for marketplace success. Massive databases are supporting decisions in all three areas by providing knowledge bases for planning and program execution. Three specific areas are emerging rapidly for marketing leadership; new product development, customer retention and market immersion.

The Tepper School of Business offers the Analytical Marketing Strategy and Management of Innovation and Product Development Tracks. The Tracks cluster relevant classes from across the Carnegie Mellon campus to provide potent content area choices for the MBA student. These two MBA Tracks focus on customer retention (CRM, dynamic revenue management and optimization of customer satisfaction) and new product development. The market immersion area is critical input for business plan development, especially up front thinking to assess the opportunity, appropriate business model and potential success.



### >Recruiting partners

#### **MARKETING**

> ABBOTT LABORATORIES

> ADCHEMY

> ADOBE SYSTEMS

> AFFINNOVA, INC.

> AIR PRODUCTS & CHEMICALS

> AMAZON.COM

> AMERICAN AIRLINES

> AMERICAN EXPRESS

> APPLE COMPUTER INC.

> ARIBA

> ASHLAND INC.

> ASTRAZENECA

> AT&T

> ATHENAHEALTH

> ATRP SOLUTIONS INC.

> AXA ADVISORS

> BARNES AND NOBLES

> BAYER CORPORATION

> BABCOR PACKAGING

> BECKMAN COULTER

> BECTON, DICKINSON AND COMPANY

> BEEBY CLARK+MEYLER

> BELDEN INC

> BELKIN INTERNATIONAL, INC.

> BODYMEDIA INC.

> BOEHRINGER INGELHEIM PHARMACEUTICAL

> BOSTON SCIENTIFIC CORPORATION

> CARNEGIE LEARNING, INC.

> CARNEGIE MELLON UNIVERSITY

> CCS FUNDRAISING

> CGI GROUP

> CHEVRON CORP.

> CISCO SYSTEMS

> CITI

> CLASSWISH.ORG

> COMPUTER INTELLIGENCE GROUP INC.

> CVS CAREMARK

> EDUCATION MANAGEMENT CORPORATION

(EDMC)

> ELECTRIC CLOUD INC.

> EMERSON

> EXTRA SPACE STORAGE

> EXXONMOBIL

> FEDEX > FISHER-PRICE

> FMC BIOPOLYMER CORPORATION

> FRENCH CULINARY (THE)

> GAF MATERIALS CORPORATION

> GALLUP ORGANIZATION (THE)

> GENERAL ELECTRIC COMPANY

> GIVA INC.

> GOOGLE

> GRUBHUB.COM

> GUOTAI ASSET MANAGEMENT CO., LTD

> H.J. HEINZ COMPANY

> HARRIS

> HARTFORD FINANCIAL SERVICES

GROUP INC. (THE)

> HOEFLER & FRERE-JONES

> HOME CARE INDUSTRIES

> HONEYBEE ROBOTICS > IRM CORPORATION

> ICG COMMERCE INC.

> IGATE

> INDUSTRY WEAPON

> INFOTRIEVE, INC.

> INVISTA

> IRITECH, INC.

> ITA SOFTWARE, INC.

> IOBFULLY

> JOHNSON & JOHNSON

> JPMORGAN

> KENEXA

> KIMBERLY-CLARK

> LEAP WIRELESS

> LIGHTNING STORM SOFTWARE

> LINKEDIN

> LOUD3R.INC.

> M&T BANK CORPORATION

> MANAGEMENT SCIENCE ASSOCIATES INC.

> MANHATTAN GMAT

> MARC USA

> MATERIALISE

> MATHWORKS (THE)

> MCKESSON AUTOMATION INC.

> MEDIA PLUS CONSULTING

> MERCK

> MICROSOFT

> MINDRAY MEDICAL INTERNATIONAL

> MOBILE ASPECTS INC.

> MODCLOTH INC.

> MOXY MARKETING

> NATIONWIDE

> NEXT JUMP, INC.

> NOKIA

> OGILVY NEW YORK

> OMNYX, LLC

> ORBITZ WORLDWIDE

> PERNOD RICARD AMERICAS

> PHILIPS RESPIRONICS INC.

> PM CENTERS USA LLC > PROCTER & GAMBLE

> REACH: ENDING CHILD HUNGER AND

UNDERNUTRITION PARTNERSHIP

> SAGEWORKS INC.

> SAMSUNG TELECOMMUNICATIONS AMERICA

> SENSATA TECHNOLOGIES

> SPACEWORKS

> SPX COOLING TECHNOLOGIES

> STAX INC.

> STOREXPRESS

> SWAGELOK

> THOMSON RUETERS

> THREE RIVERS COMMUNITY FOUNDATION

(TRCF)

> T-MOBILE

> TOSOH AMERICA INC.

> TRAVELERS

> UNION PACIFIC

> UNIVERSAL MCCANN

> UPMC HEALTH SYSTEM

> VECNA TECHNOLOGIES, INC. > VERIZON

> VINE ALTERNATIVE INVESTMENTS

> VMWARE, INC.

VOCOLLECT

> WAY BASICS

> WELLS FARGO

> WHITEPAGES
> WOLFRAM RESEARCH

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> XEROX

> ZAP SOLUTIONS

> ZIPANO TECHNOLOGIES, INC.

# >MBA full-time class of 2010

### **COMPENSATION BY FUNCTION – MARKETING**

FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
Marketing	24.24%	\$ 88,675	\$ 91,000	\$116,000	\$24,000
Brand (B2C)	7.27%	\$ 87,708	\$ 91,000	\$ 105,000	\$ 64,000
Product/Industrial (B2B)	10.91%	\$ 93,500	\$ 93,500	\$ 116,000	\$ 60,000
Research/Analytic	4.24%	\$ 90,643	\$ 90,000	\$ 110,000	\$ 72,000
Sales	1.82%	\$ 59,000	\$ 53,000	\$ 100,000	\$ 24,000

 ${\it This \ report \ includes \ all \ domestic \ and \ international \ acceptances \ as \ of \ thr \ ee \ months \ after \ graduation.}$ 

 $N/A = Insufficient\ data$ 



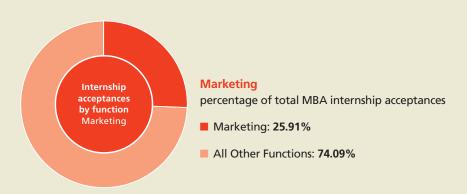
## >MBA internships full-time class of 2011

#### **COMPENSATION BY FUNCTION – MARKETING**

FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
Marketing	25.91%	\$ 5,269	\$ 6,046	\$ 8,000	\$ 866
Brand (B2C)	7.77%	\$ 6,181	\$ 6,755	\$ 8,000	\$ 2,771
Product/Industrial (B2B)	8.81%	\$ 5,173	\$ 5,721	\$ 8,000	\$ 866
Research/Analytic	7.77%	\$ 4,303	\$ 3,984	\$ 7,861	\$ 1,732
Sales	1.55%	\$ 6,286	\$ 6,286	\$ 6,902	\$ 5,670

 $This \ report \ includes \ all \ domestic \ and \ international \ acceptances \ as \ of \ thr \ ee \ months \ after \ the \ end \ of \ the \ academic \ year.$ 

N/A = Insufficient data



### >MBA marketing curriculum

- > Branding
- > Business-to-Business Marketing
- > Customer-Driven Strategies and Services
- > Interactive Marketing
- > Integrated Product Development Project
- > Marketing Applications of Data Mining
- Marketing Communications and Buyer Behavior
- > Marketing Management
- > Marketing Project Course
- > Marketing Research
- > New Product Management
- > Optimization for Interactive Marketing
- > Pricing

