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.

"By Mini 4, I had acquired a marketing tool kit grounded in analytical decision-making. I now solve marketing problems using dynamic pricing, marketing optimization models, innovative product development, and creative customer retention strategies."

Kathryn Basch ✱ MBA 2010

MBA internship:
Procter & Gamble
Brand Management Intern

> Recruiting Partners.

Marketing

> 1-2-3 GLUTEN FREE, INC
> ABBOTT LABORATORIES
> ADOBE SYSTEMS
> AIR PRODUCTS & CHEMICALS
> AJAX STREET INC.
> ALLIED PRINTING SERVICES INC.
> AMAZON.COM
> AMERICAN AIRLINES
> AMERICAN EAGLE OUTFITTERS
> AMERICAN EXPRESS
> AMGEN INC.
> AMTV, LLC (ADVANCED MANUFACTURING TECHNOLOGY VENTURES)
> AOL, LLC
> APPLE COMPUTER INC.
> ARIBA
> ATRP SOLUTIONS INC.
> BACARDI USA
> BAYER CORPORATION
> BAYER HEALTHCARE
> BENEFITFOCUS
> BEST BUY
> BIOGEN IDEA INC.
> BLUE BANANA DESIGNS, LLC
> BLUE SHIELD OF CALIFORNIA
> BLUEBELT TECHNOLOGIES
> BOEHRINGER INGELHEIM
> BOSTON SCIENTIFIC CORPORATION
> BRIGHTEDGE
> CAMPBELL SOUP
> CAPITAL ONE
> CARDIACASSIST INC.
> CELLUMEN
> CGI INTERNATIONAL, LLC
> CHASE
> CHROMALOX, INC.
> CISCO SYSTEMS
> CITI
> CIVIC SERVICE INC.
> COACH
> COMMUNITYPAGES
> COMPEPRICE, LLC
> COMPUTER INTELLIGENCE GROUP INC.
> CONTACTUAL INC.
> DEL MONTE
> DELL COMPUTER
> DENALI CONSULTING INC.
> DICK'S SPORTING GOODS
> DIRECTV
> DOT SPATIAL INC.
> DR. REDDY'S LABORATORIES
> DYNAMICS
> E&J GALLO WINERY
> EATON CORP.
> EBDS (EMPLOYEE BENEFIT DATA SERVICES)
> EDUCATION MANAGEMENT CORPORATION (EDMC)
> ELI LILLY AND COMPANY
> EMC
> EMERSON
> EMPTYLEGMARKET
> EVALUESERVE (EVS)
> EXPEDIA.COM
> EXXONMOBIL
> FARMERS INSURANCE GROUP
> FMC
> FRITO-LAY INC.
> GENELEX CORPORATION
> GENENTECH INC.
> GENERAL ELECTRIC COMPANY
> GENERAL MILLS
> GIANT EAGLE INC.
> GLAXOSMITHKLINE
> GOOGLE
> GORDON TRUCKING INC.
> GREEN BUILDING ALLIANCE
> GREEN MOUNTAIN COFFEE
> GREENROAD
> H.J. HEINZ COMPANY
> HAGERTY CONSULTING
> HARRAH'S ENTERTAINMENT INC.
> HARTFORD FINANCIAL SERVICES GROUP INC. (THE)
> HEARTBEAT DIGITAL
> IBM
> ICG COMMERCE INC.
> IMPACTGAMES
> INFOSYS TECHNOLOGIES
> INITIATIVE
> INNOVATION WORKS
> INQUIRO GROUP
> INTEL CORPORATION
> JOHNSON & JOHNSON
> KARAOKE WAREHOUSE
> KEYSTONE AUTOMOTIVE OPERATIONS INC.
> KIMBERLY-CLARK
> LCH. CLEARNET LIMITED
> LIGHT KNOWLEDGE RESOURCES
> LOS ALAMOS NATIONAL LABORATORY
> MANAGEMENT SCIENCE ASSOCIATES INC.
> MANHATTAN MILK INC.
> MAPQUEST
> MARC USA
> MEDIAEDGE
> MEDRAD
> MERCK
> MICROSOFT
> MOBILE FUSION INC.
> MODCLOTH INC.
> MPHASIS BPO
> MY FIRST DAY
> NATIONAL COUNCIL OF JEWISH WOMEN
> NATIONWIDE
> NORTHSIDE CHRONICLE (THE)
> NOVELL INC.
> OFFICE OF MANAGEMENT AND BUDGET
> OMEGASATTER
> PERCEPTION MARKETING FIRM
> PHILIPS RESPIRONICS INC.
> PICATEERS
> PLASTIC LOGIC
> POCKET COMMUNICATIONS
> POLARIS SOFTWARE LAB LTD.
> POW!
> PPG INDUSTRIES INC.
> PRAGMA CORPORATION (THE)
> PROCTER & GAMBLE
> PRODIGO SOLUTIONS, LLC
> PROGRESSIVE INSURANCE
> REALNETWORKS INC.
> REDZONE ROBOTICS INC.
> REED SMITH, LLP
> RICH APPLICATIONS CONSULTING
> RIDGE TOOL COMPANY
> RIGHT BRAIN + LEFT BRAIN, LLC
> ROSETTA MARKETING
> SAGEWORKS INC.
> SAMSUNG
> SAMSUNG TELECOMMUNICATIONS AMERICA
> SCIENTISTS AND ENGINEERS FOR AMERICA
> SCOUTMETRICS
> SONY CORPORATION OF AMERICA
> SPACEWORKS COMMERICAL
> STOREHOUSE FOR TEACHERS
> STRYKER
> SUPERIOR TIRE AND RUBBER COMPANY
> SYMERGOS INSTITUTE (THE)
> T. ROWE PRICE ASSOCIATES INC.
> TALK
> TARGET CORPORATION
> TEREX
> TEXAS INSTRUMENTS
> THOMSON RUETERS
> TINY PRINTS
> T-MOBILE
> TRAVELERS
> TROJAN RACING STABLE, LLC
> TROPICAL HEALTH CARE SYSTEMS
> TRUE COMMERCE INC.
> U.S. CELLULAR
> UNION PACIFIC RAILROAD
> UNITED AIRLINES
> UPMC HEALTH SYSTEM
> VEEDER-ROOT
> VICTORIA'S SECRET
> VMWARE, INC.
> V-TERACTIVE, LLC
> W.R. GRACE & CO.
> WALT DISNEY COMPANY (THE)
> WAY BASICS
> WEBSTORE BY AMAZON GROUP
> WELLS FARGO
> WESTERN UNION FINANCIAL
> WILDPOCKETS
> WOMBAT SECURITY TECHNOLOGIES INC.
> WPP
> YAHOO!

Staff

> MBA full-time class of 2009.

Compensation by Function – Marketing

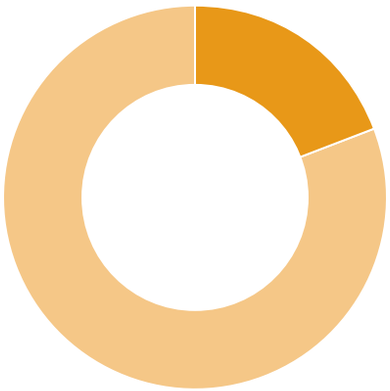
FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
MARKETING	19.38%	$ 102,057	$ 100,000	$ 120,000	$ 90,000
Brand (B2C)	4.65%	$ 96,750	$ 95,250	$ 105,000	$ 92,000
Product/Industrial (B2B)	13.18%	$ 104,335	$ 104,500	$ 120,000	$ 90,000
Research/Analytic	1.55%	N/A	N/A	N/A	N/A

This report includes all domestic and international acceptances as of three months after graduation.

N/A = Insufficient data

Academic Options

- ✖ MBA Concentration
- ✖ MBA Track
- ☐ Dual Degree



Marketing
percentage of total MBA job acceptances

- Marketing: **19.38%**
- All Other Functions: **80.62%**

MBA full-time

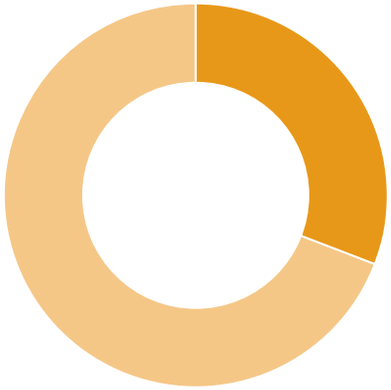
> MBA internships full-time class of 2010.

Compensation by Function – Marketing

FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
MARKETING	**30.97%**	**$ 5,539**	**$ 6,498**	**$ 8,000**	**$ 500**
Brand (B2C)	6.19%	$ 6,712	$ 7,188	$ 8,000	$ 3,434
Product/Industrial (B2B)	13.72%	$ 5,511	$ 6,500	$ 8,000	$ 500
Research/Analytic	9.73%	$ 4,587	$ 4,330	$ 7,408	$ 1,256
Sales	1.33%	$ 6,071	$ 6,500	$ 6,712	$ 5,000

This report includes all domestic and international acceptances as of three months after the end of the academic year.

N/A = Insufficient data



Marketing
percentage of total MBA internship acceptances

- Marketing: **30.97%**
- All Other Functions: **69.03%**

MBA internships

> Marketing Curriculum. MBA Program

> 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

"My research examines issues on the intersection of technology and business. Apart from being an enabler of business, technology also allows collection of massive data. Students are comfortable with technology and are eager to learn ways to examine data to glean managerially relevant insights. I thoroughly enjoy teaching not only strategic ways of leveraging technology to improve or develop new business models, but also analytics to generate actionable findings."

Kannan Srinivasan

Rohet Tolani Distinguished Professor in International Business
H.J. Heinz II Professor of Management
Marketing and Information Systems

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Inquiries concerning application of these statements should be directed to the provost, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412.268.6684 or the vice president for enrollment, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412.268.2056.

Carnegie Mellon University publishes an annual campus security report describing the university's security, alcohol and drug, and sexual assault policies and containing statistics about the number and type of crimes committed on the campus during the preceding three years. You can obtain a copy by contacting the Carnegie Mellon Police Department at 412.268.2323. The security report is also available online at www.cmu.edu/police/statistics.htm.

Obtain general information about Carnegie Mellon University by calling 412.268.2000.