



Texas MBA: Marketing Fellows

"The Marketing Fellows MBA Brands program has given me a unique opportunity to get real-world marketing experience. I am learning new things each day and feel confident that the program, along with the advice I have received from the second year Fellows, has armed me with the skills and knowledge needed to be successful in my internship this summer."

*—Ashley Weber, MBA Brands Member
Dr Pepper Snapple Group*



The Center for Customer Insight & Marketing Solutions (CCIMS) Marketing Fellows program gives selected MBA students who are committed to pursuing leadership in marketing the opportunity to develop their marketing acumen and management skills through focused curriculum and consulting projects. The program is student led and managed, with support from CCIMS and Marketing faculty.



Curriculum

Fellows who are selected to participate register for a weekly course during their 2nd and 3rd semesters of the MBA program. Each session focuses on one of three elements that serves to develop well-rounded future marketers:

1. LEADERSHIP TRAINING (~40%)
 - Management skills - developing and supporting success in others
 - Communication and presentation skills
 - Career management/how to achieve one's goals
2. STRATEGIC THINKING (~40%)
 - Utilizing consumer insights to identify new opportunities within the marketplace
 - Developing strategic decision-making skills to carve out the optimal path to marketplace success
3. TACTICAL EXECUTION (~20%)
 - Effective agency management
 - Launching and assessing marketing program performance

Practicums

A practicum is a business project with an academic purpose. Students, working in teams of three to four with a faculty advisor, address a business problem for the sponsoring firm by producing timely, in-depth analysis of the business problem, actionable recommendations, and original applied research in the topical area of the project. These projects close the learning gap by allowing Fellows to apply their learning experiences in the classroom to real-world scenarios.

RECENT PRACTICUM TOPICS:

Customer Retention Strategies • Measurement of Social Commerce • Lead Management Process Analysis • Smart Phone Applications – Idea Generation • Customer Lifetime Value Model Development • New Growth Opportunity for a Mature Service • Market Plan for Launch of Software Start-Up • Analysis of a 'Shopping Mode' Construct for Consumers • Market Potential Comparison of Two Products • Analysis/Comparison of Marketing Channels • New Product Positioning and Launch Strategy • Competitive Analysis for New Product

2012 PRACTICUM SPONSORS:

AMD • Briggo • Dell • Deloitte • Dr Pepper Snapple Group • Frito-Lay

Guest Lectures

"Having the opportunity to speak one-on-one with C-level executives about marketing trends and issues is a unique opportunity afforded to Marketing Fellows through our executive speaker series, and it's one of my favorite parts of the class." - Megan Bohac, Marketing Fellows Class of 2012



Class of 2012 Marketing Fellows chatting with New Balance CEO Rob DeMartini after class

RECENT EXECUTIVE GUEST SPEAKERS:

David Kenyon, CMO, AMD
Blain McPeak, CEO, WhiteWave Foods
Brewster McCracken, Executive Director, Pecan Street Inc.
Tony Rogers, SVP Marketing, Walmart
Rob Malcom, ex-CMO, Diageo
Erin Nelson, CMO, Bazaarvoice

CONTACTS:

Kapil Jain
Academic Director, CCIMS
(512) 471-6557
Kapil.Jain@mcombs.utexas.edu

Lamar Johnson
Executive Director, CCIMS
(512) 468-1090
Lamar.Johnson@mcombs.utexas.edu

Ashley Weber
President, Marketing Fellows Class of 2013
Ashley.Weber@mba13.mcombs.utexas.edu

For more information, please visit us online at <http://www.marketingfellows.org>



McCombs Marketing Conference 2012

Marketing Conference

The first annual McCombs Marketing Conference was a two-day event co-hosted by CCIMS and the CCIMS Marketing Fellows MBA students. The conference spotlighted trends shaping innovation in marketing. Panelists discussed how these trends affect the current marketplace and how marketers can use this information to position themselves ahead of their peers. The event included industry-renowned speakers and representatives from major companies were in attendance, including keynote speakers Bob Johansen, Distinguished Fellow at Institute for the Future and Jodi Allen, Procter & Gamble's Vice President of Marketing for North America. Panel discussions included topics on "The Impact of Innovation on Shopper Marketing" and "Leveraging Marketing Analytics for the Future."