



THE TEXAS MBA: MARKETING

Students are equipped with a rigorous quantitative and analytical foundation in marketing through the Texas MBA program. Award-winning marketing faculty leverage their strong research insights and industry experience into the classroom through highly interactive case-oriented classes, semester-long consulting projects and guided independent studies. Graduates understand the integral role of marketing in organizations today and contribute effectively to the development and execution of marketing strategy. Marketing is a popular career track among McCombs MBAs. 30% of the 2011 McCombs graduates accepted marketing positions in the areas of brand/product marketing, sales & business development, marketing research, and marketing consulting in diverse industries, including consumer packaged goods, services, and the high-tech sector, both in the United States and globally.

“American Express looks for marketing students with strong analytical skills and customer focus. Entrepreneurial thinking and a passion for innovation are also valued. We’re excited by the students we’re meeting at UT and look forward to returning to campus this year.”

*Greg Hybl, MBA '02, American Express VP & GM,
Global Merchant Services*



Top inset: Lamar Johnson, Associate Director, Center for Customer Insight and Marketing Solution



Curriculum

CORE: MARKETING MANAGEMENT

Marketing Management is the introductory two-hour course for the marketing curriculum. This course introduces the student to marketing strategy and to elements of marketing analysis, as well as to the functional decision areas of the marketing manager, including product lines, pricing, branding, promotion and distribution. The course also investigates how organizations use these interrelated components to create, capture and sustain value for the firm.

CORE: ANALYSIS OF MARKETS

Analysis of Markets introduces students to the data and tools required to analyze the business environment and enable marketing decision-making. Through exposure to real-world data and problems and analytical and empirical tools, students learn to evaluate strategic market opportunities and assess the impact of marketing decisions. The skills enable the student to translate a solid conceptual understanding of marketing into quantitative assessments to make strategic and tactical marketing decisions.

CONCENTRATIONS

Marketing students can concentrate their studies in the areas of:

- *Brand and Product Management*
- *Marketing Analytics and Consulting*
- *High Technology Marketing*

ELECTIVES

The numerous marketing electives available to students include:

- *Brand Management*
- *Business Ethics and Social Responsibility*
- *Consumer Behavior*
- *Corporate Governance*
- *Creativity and Leadership*
- *Customer Insights*
- *Emerging Markets*
- *Environmental Issues in Marketing*
- *Marketing & Customer Insights Practicum*
- *Customer Strategy*
- *Data Mining*
- *Innovation in Business Marketing*
- *Integrated Marketing Communications*
- *Invisible Global Markets*
- *Marketing Analysis & Decision Making in the Information Age*
- *Marketing High Tech Products*
- *Strategic Marketing*
- *Marketing Information and Analysis*
- *Marketing Metrics*
- *New Product Development*
- *Pricing and Channels*
- *Marketing Strategy*

How to Get Involved

GRADUATE MARKETING NETWORK (GMN)

This flagship marketing organization provides members with a variety of opportunities to develop marketing skills and learn more about professional opportunities in brand and strategic marketing, as well as in marketing research and customer insight. The GMN welcomes company interaction with its 140+ members, including:

- Participation at the Marketing Hot Seat Challenge in November 2012
- Sponsorship of a student through the McCombs Marketing Scholarship
- Seminars on real-world marketing issues
- Interviewing workshops

One of the GMN's many activities is the Marketing "Hot Seat" Challenge. Nearly 80 first-year MBA students compete in this "live" marketing experience based on a current company/industry-related problem in front of a panel of corporate and faculty judges for cash prizes.

If you are interested in sponsoring the challenge, please contact the GMN officer team through the link below.

To contact the Graduate Marketing Network, or for more information on the events listed above, please visit <http://www.mcombs.utexas.edu/students/gmn/>.

THE CCIMS MARKETING FELLOWS PROGRAM

The Center for Customer Insight & Marketing Solutions (CCIMS) enables interaction between marketing faculty, students, and industry to enhance research opportunities, academic growth, real world problem solving, and student career opportunities. The Marketing Fellows program gives selected Texas MBA students who are committed to pursuing leadership in marketing the opportunity to develop their marketing acumen and management skills to elevate the caliber of marketing students produced at McCombs and the reputation of the Marketing Department overall.

A key component of the program is student directed curriculum comprised of company sponsored student practicum projects and company led workshops. The program is student led and managed, with support from CCIMS and Marketing faculty. CCIMS corporate sponsors receive first priority for participation in the Marketing Fellows program.

TREKS

MBA Career Management organizes geographic recruiting trips for first-year students to cities all over the country. Hosting a student group for an on-site visit during these treks gives organizations the opportunity to showcase their corporate environment and gain exposure to our MBA candidates prior to the spring recruiting season. Please contact Graduate Marketing Network (GMN) at gmn@mcombs.utexas.edu if you are interested in hosting our students.

PRACTICA

A student or team of students, working under a faculty advisor, completes a real-time business project for a company sponsor through our marketing practicum. Projects must have appropriate academic relevance with practical significance for the students' educational experience. To participate, please contact CCIMS Executive Director Lamar Johnson at 512-468-1090 or lamar.johnson@mcombs.utexas.edu. CCIMS corporate sponsors receive first priority for submitted projects.

MBA RETAIL CLUB

This organization provides educational opportunities and events to educate students in retail concepts and careers in the retail industry. To connect with this organization contact MBA Employer Relations

MBA EMPLOYER RELATIONS

Our team within MBA Career Management is focused on enhancing your recruiting experiences at McCombs. We can help create a customized, efficient and effective recruiting strategy to meet your recruiting needs.



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CONTACT THEM AT

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