

The Marketing Concentration

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Why a Marketing Concentration?

- You need to be flexible in today's job market
 - Research shows that switching function or discipline is doable, but switching function and discipline is really hard
- Implication: your education should provide you with the skills for your 1st job and your 2nd...
- A marketing concentration provides these skills

You Need these 3 Skills

- Know the customer well enough to identify opportunities for value creation and strategic direction
- Know how to deliver value to customers with new products, pricing, distribution, & promotion
- Know how to manage the firm's brand and its relationships with customers, channel members, suppliers, and competitors

These skills support many careers

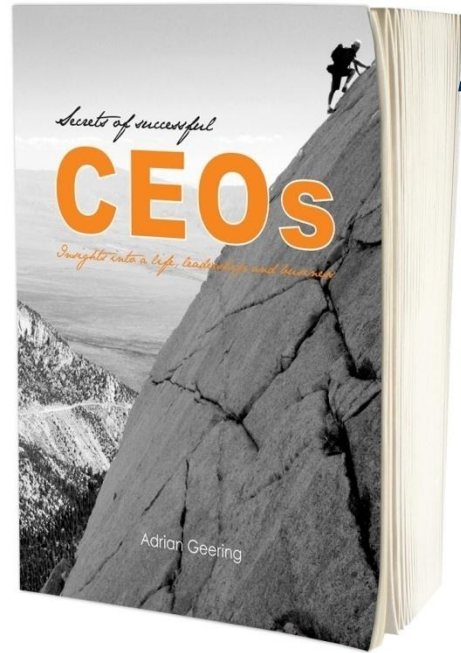
Business Functions	Industries						
	CPG	Financial Services	Government	Health Care	High Tech	Hospitality	Non-profit
Advertising							
Brand Management							
Business Development							
Consulting							
Marketing Research							
Public Relations							
Revenue Management							

Flexibility

“The fastest route up the corporate ladder...

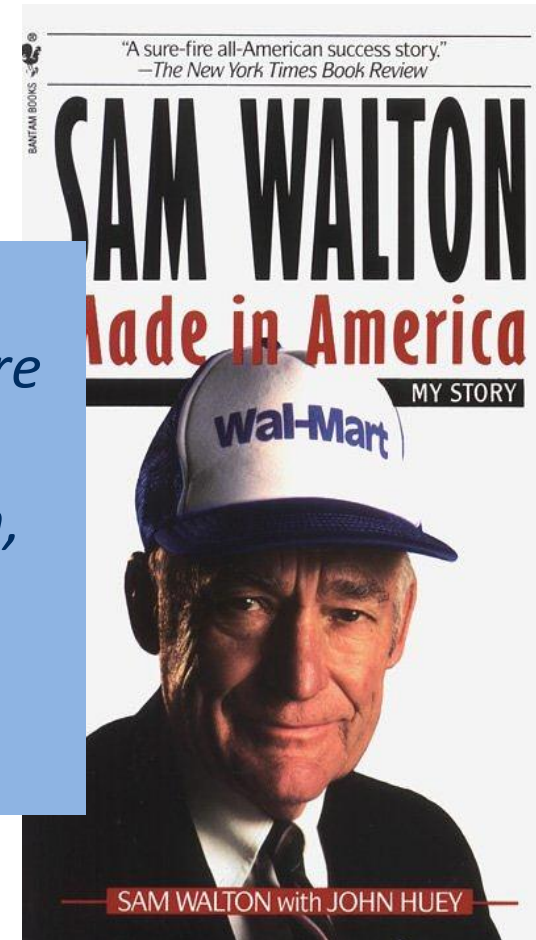
...is through the marketing department.”

—www.kornferry.com/mktgfast.htm



“There is only one boss--the customer. Customers can fire everybody in the company from the chairman on down, simply by spending their money somewhere else.”

—Sam Walton



Getting the Skills

Foundational/Competence Electives:

- Brand Management
- Promotional Strategy
- Distribution Management
- New Product Management

Marketing
Strategy
(MARK 250)

Career Electives:

- Non-profit Marketing
- Services Marketing
- Sports Marketing
- International Marketing
- International Business
- Advertising Campaign Planning

Marketing Research
(MARK 221)

Consumer Behavior
(MARK 222)

Principles of Marketing
(MARK 220)

Principles of Marketing

- An introduction to marketing
 - marketing lexicon
 - marketing concepts
 - marketing management framework



Buyer Behavior

Students who take this course learn:

- 1) about the engine that drives demand (the customer)
- 2) how to study that engine (customer intelligence)
- 3) prepare and present findings (project)



Marketing Research

Students who take this course learn how to:

- 1) identify situations that require market research
- 2) work with primary and secondary data
- 3) interpret output of basic research techniques
- 4) prepare and present research findings (project)



Marketing Strategy

Students who take this course learn:

- 1) how to pull it all together
- 2) design and execute a marketing plan
- 3) implement a marketing strategy



UG Placements—2010 (by function)

Consulting	37.0%
Marketing Research	11.1%
Analyst	11.1%
General Marketing	11.1%
Buying/Selling/HR	11.1%
Strategy	7.4%
Advertising	7.4%
Development	3.7%

UG Placements—2010 (by industry)

Consulting	31.0%
Marketing Firms	24.1%
Financial Services	13.8%
Marketing Research	13.8%
Retail	10.3%
Information Tech	3.4%
NonProfit	3.4%

Companies Hiring GTown Marketing Majors

PWC

Xerox

PNC Bank

Grey New York

Accenture

Bloomingdales

Marketbridge

BBVA

Deloitte

Monitor Group

JPMorgan Chase

Booz Allen Hamilton

Royal Bank of Scotland

SIS International Research

Repucom International

Chris Wayne & Associates