



GEORGETOWN UNIVERSITY - MBA CAREER MANAGEMENT

2009 Career Tracks

MARKETING

Georgetown means business, on a global scale.

Consistently ranked among the nation's most competitive general management programs, the Georgetown MBA is distinguished by our University's tradition of preeminence in international affairs. Our programs prepare students for leadership roles in an increasingly-complex global economy.

Drawing upon the expertise of Georgetown MBA faculty, the McDonough School's **Career Tracks** model provides a guideline for students when choosing a concentrated course of study from among the many elective offerings. Students can use the model to begin developing a career vision as well as an effective strategy for identifying the professional skills and extracurricular activities necessary to prepare for a successful post-MBA career.

This **Career Track** is one of four categories that also include management, consulting, and finance as well as career paths and sub-specializations as outlined below. The examples of the many career options for MBA students in this category are meant to be a useful guide and should not be viewed as a comprehensive list of career choices. We suggest that students seek the advice and support of faculty, staff, student advisors, recruiters, alumni and the office of Career Management for assistance with choosing a track that reflects their unique goals and interests.

As students direct their attentions to defining a career vision, **Career Tracks** can help to establish a foundation of excellent training and preparation—a distinctive feature of a Georgetown MBA education in a supportive and enriching Career Management environment.

MARKETING

Marketing careers involve the design, execution and management of strategic plans in which goods and services move from concept to customer.

Success in marketing involves developing a practical understanding of markets, competitors, and portfolio product offerings, as well as models of effective communication with customers. Areas of specialization within marketing include Brand and Product Management, as well as Market Research and Market Strategy. Skills required for success in the marketing specialization are also effective for related paths such as public relations and communications.

Career Paths in the Marketing Track include, but are not limited to:

- **Brand and Product Management** entail the application of marketing techniques to a particular product, line or brand and the operational processes required to bring a product to the marketplace. With the objective of optimizing the success of a product within an organization's portfolio, employment in this area is focused on increasing the customer perception of product value, thereby increasing brand equity. Strategic marketing management of a brand or product requires profit-and-loss management as well.

Specializations within this Career Path include:

- **Product Development**, or the creation of goods with new characteristics beneficial to the customer, may involve modification of an existing product or its presentation. On occasion, product development requires creation of a brand to meet newly-defined needs of the consumer or marketplace.
- **Social Marketing** is the application of commercial marketing concepts, knowledge, and techniques to meet non-commercial objectives concerned with the welfare of society.
- **Advertising and Promotions** persuade potential customers to purchase or to consume more of one brand of product or service than others. More tactical than brand management, advertising and promotions seeks to create brand image and reinforce brand loyalty.
- **Marketing Strategy** determines the choice of target market segment, positioning, marketing mix, and allocation of resources. A marketing strategic plan establishes the goals to be achieved by a firm, and may include product development, promotion, distribution, and pricing approach.
- **Market Research** can include acquisition and analysis of data collected from such sources as focus groups, surveys, ethnographies and industry analytics. The goal of market research is to provide data to support the identification of an organization's strategic objectives.
 - **Consumer Behavior** involves the study and management of the mechanisms through which individuals search for, select, purchase, use, and dispose of goods and services.

Georgetown MBA Career Tracks - Marketing

GEORGETOWN
UNIVERSITY

McDonough
SCHOOL of BUSINESS

MARKETING CAREER PATHS	REQUIRED SKILLS	COURSES OF STUDY	ADDITIONAL ACTIVITIES
<p>BRAND MANAGEMENT</p> <p>&</p> <p>PRODUCT MANAGEMENT</p> <p>ADDITIONAL MARKETING SPECIALIZATIONS:</p> <p>Product Development</p> <p>Social Marketing</p> <p>Advertising and Promotions</p>	<ul style="list-style-type: none"> • Cross functional leadership and excellent strategic thinking • Solid foundation of analytical knowledge (Excel-based, formulae, macros) for business forecasting • High level of analytical aptitude and the ability to use data in strategic decision-making processes • Strong team orientation and the ability to manage external constituents • Effective organization and project management ability • Strong interpersonal communication and public speaking 	<p>MARKETING</p> <p>MARK 551 Marketing Research</p> <p>MARK 553 Advanced Marketing Strategy</p> <p>MARK 555 Applied Marketing Management</p> <p>MARK 557 Price, Value, and Profitability</p> <p>MARK 570 Consumer Behavior</p> <p>MARK 574 Marketing of Consumer Products and Services</p> <p>MARK 578 Market Segmentation</p> <p>MARK 579 Internet Advertising and Marketing</p> <p>MARK 582 New Product Development</p> <p>MARK 593 Foreign Market Development: Global Marketing</p> <p>MARK 606 Social Marketing</p> <p>OPERATIONS AND INFORMATION MANAGEMENT</p> <p>OPIM 557 Computer-Based Decision Support Systems</p> <p>OPIM 563 Applied Decision Theory</p> <p>OPIM 573 Advanced Regression Analysis</p> <p>OPIM 662 Global Logistics</p> <p>ACCOUNTING</p> <p>ACCT 552 Financial Statement Analysis I</p> <p>ACCT 556 Financial Statement Analysis II</p> <p>MANAGEMENT</p> <p>MGMT 589 Advanced Oral Presentations</p> <p>MGMT 640 Leadership</p> <p>MGMT 670 Negotiations</p> <p>STRATEGY</p> <p>STRT 591 Economics of Strategic Behavior</p> <p>STRT 624 Strategic Pricing</p>	<p>CLUBS</p> <ul style="list-style-type: none"> • Georgetown Marketing Association • American Marketing Association • American Advertising Federation (creative side) <p>ACTIVITIES</p> <ul style="list-style-type: none"> • Marketing Day • Industry 101 • Marketing 101 • How to Review an Ad • Marketing Trek • Bay Area CalTrek • National Hispanic MBA Association Conference • National Black MBA Association Conference • Reaching Out Conference • National Association of Women MBAs Conference • Net Impact Conference <p>BOOKS/PUBLICATIONS</p> <ul style="list-style-type: none"> • <i>Kotler on Marketing: How to Create, Win and Dominate Markets</i> by Philip Kotler • <i>Crossing the Chasm</i> by Geoffrey A. Moore • <i>The Tipping Point</i> by Malcolm Gladwell • <i>The Fortune at the Bottom of the Pyramid</i> by C.K. Prahalad • <i>AdWeek</i> • <i>Advertising Age</i> • <i>BrandWeek</i> • <i>Harvard Business Review</i> <p>WEBSITES</p> <ul style="list-style-type: none"> • Georgetown Graduate Marketing Association: www.GeorgetownGMA.org • Consumer Packaged Goods Joblist: www.cpgjoblist.com • Marketing Power: www.MarketingPower.com

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<p>MARKETING STRATEGY & MARKETING RESEARCH</p>	<ul style="list-style-type: none"> • Leadership • Experience with or knowledge of practices associated with strategy and business decision-making • Understanding of product sales and market research • Excellent facility for quantitative analysis, analytical thinking and research • Database management and data analysis skills • Knowledge of SPSS and other software 	<p>MARKETING</p> <p>MARK 551 Marketing Research MARK 553 Advanced Marketing Strategy MARK 555 Applied Marketing Management MARK 557 Price, Value, and Profitability MARK 570 Consumer Behavior MARK 574 Marketing of Consumer Products and Services MARK 578 Market Segmentation MARK 579 Internet Advertising and Marketing MARK 582 New Product Development MARK 593 Foreign Market Development: Global Marketing MARK 606 Social Marketing</p>	<p>CLUBS</p> <ul style="list-style-type: none"> • Georgetown Marketing Association • American Marketing Association <p>ACTIVITIES</p> <ul style="list-style-type: none"> • Marketing Day • Industry 101 • Marketing 101 • How to Review an Ad • Marketing Trek • Bay Area CalTrek • National Hispanic MBA Association Conference • National Black MBA Association Conference • Reaching Out Conference • National Association of Women MBAs Conference • Net Impact Conference • Consulting projects in marketing or strategy
<p>ADDITIONAL MARKETING SPECIALIZATIONS:</p>			
<p>Consumer Behavior</p>			
<p>SOURCES</p>			
<p>The Office of MBA Career Management acknowledges the advice and expertise of Dr. Rohan Williamson and faculty in the accounting, finance, management, marketing, operations and information management, and strategy areas, who contributed to the preparation and assembly of the course content included in this document. Definitions provided in this document are a compilation of information from the Vault Career Guides, WetFeet, Barron's Financial Guides and the following web resources:</p>			
<p>http://www.businessdictionary.com/definition/marketing.html http://www.tribuneindia.com/2005/20050323/jobs/main4.htm http://marketingmorsels.com/ http://www.businessdictionary.com/definition/consumer-buying-behavior.html http://www.businessdictionary.com/definition/social-marketing.html http://encarta.msn.com/encyclopedia_761564279_2/Advertising.html http://www.businessdictionary.com/definition/public-relations.html http://www.1000ventures.com/business_guide/biz_international.html http://www.businessdictionary.com/definition/entrepreneurship.html http://www.businessdictionary.com/definition/consulting.html http://www.businessdictionary.com/definition/management-consulting.html http://www.kellogg.northwestern.edu/student/club/consulting/students/ http://genesisconsult.us/content/financial.php http://www.peakgroup.net/Services/Marketing_Consulting/marketing_consulting.html http://dictionary.bnet.com/definition/internal+consultant.html http://en.wikipedia.org/wiki/Human_resource_consulting</p>			
<p>OPERATIONS AND INFORMATION MANAGEMENT</p> <p>OPIM 557 Computer-Based Decision Support Systems OPIM 563 Applied Decision Theory OPIM 573 Advanced Regression Analysis OPIM 662 Global Logistics OPIM 667 Operations Strategy</p>			
<p>ACCOUNTING</p> <p>ACCT 552 Financial Statement Analysis I ACCT 556 Financial Statement Analysis II</p>			
<p>MANAGEMENT</p> <p>MGMT 589 Advanced Oral Presentations MGMT 640 Leadership MGMT 670 Negotiations</p>			
<p>STRATEGY</p> <p>STRT 591 Economics of Strategic Behavior STRT 624 Strategic Pricing STRT 704 E-Commerce Strategy & Policy</p>			
<p>BOOKS/PUBLICATIONS</p> <ul style="list-style-type: none"> • <i>Kotler on Marketing: How to Create, Win and Dominate Markets</i> by Philip Kotler • <i>Crossing the Chasm</i> by Geoffrey A. Moore • <i>The Tipping Point</i> by Malcolm Gladwell • <i>The Fortune at the Bottom of the Pyramid</i> by C.K. Prahalad • <i>AdWeek</i> • <i>Advertising Age</i> • <i>BrandWeek</i> • <i>Harvard Business Review</i> 			
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