

MARKETING @ ANDERSON

» ACADEMICS

Students interested in **Marketing** need a strong academic foundation in core marketing concepts, including understanding product management, pricing (e.g., P&L management), distribution models, and marketing communication principles. Courses provide an understanding of the consumer and training in marketing fundamentals, quantitative research, and financial modeling.

Specializations: Brand Management, Marketing Analytics

SAMPLE ELECTIVES

- Brand Management
- Consumer Behavior
- New Product Development
- Advertising & Marketing Communications
- Sales and Channel Management
- Marketing Research
- Sports Marketing
- Marketing Strategy and Planning
- Price Policies
- Business Plan Development
- Digital One-to-One Marketing
- Global Marketing Management
- Technology Management
- Customer Assessment and Analytics
- Financial Reporting and Equity Valuation

» CAREER

The following are some of the hiring organizations for UCLA Anderson MBA students in Marketing roles (both full-time employment and summer internships):



The specific Marketing functions UCLA Anderson MBA students enter include:

- Brand Management
- Product Management
- Marketing Consulting
- Technology Marketing
- Marketing Analytics
- Sales/Account Management

» CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) - SAMPLE PROJECTS

- Evaluated the introduction of two major brands into e-tailing and digital shopping channels for a large CPG corporation in the food industry
- Developed a go-to-market plan for a new online product offering in the hotel industry
- Analyzed a leading casual dining restaurant's market position by conducting a customer perception analysis study and competitor research, driving a strategy to strengthen market position and sales
- Created a new market entry plan of a home delivery opportunity for a top U.S. quick service restaurant

» RESOURCES

- Marketing Association
- Marketing Career Nights
- Days-On-The-Job (DOJs)
- Women in Marketing Brunch
- Morrison Center for Marketing & Data Analytics
- Marketing Roundtables & Alumni Mixers
- Interview Preparation Teams
- Marketing ACT (Anderson Career Teams)

Information subject to change.

bit.ly/uclamba-marketing

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The Marketing Association educates students about the benefits of a marketing background for all types of careers, assists members in preparing for internships and full-time positions, and builds awareness among corporate recruiters and prospective students that UCLA Anderson is a premier marketing institution. MA provides programming throughout your time at Anderson focused on education, career development, and recruiting. From student-led workshops, company-sponsored seminars, and alumni mixers, we seek to provide you with a variety of experiences and resources to showcase the diverse opportunities in marketing.



Gabriella Pesce Eliezer – *President*

Hometown: São Paulo, Brazil

Pre-MBA: Senior Marketing Analyst – Kimberly-Clark

Summer Internship: Product Marketing Manager – Microsoft

Post-MBA Goals: Product Marketing Manager at Microsoft or in Big Tech

Anderson Highlight: Anderson Ski Trip, Sudamericana

Ask Me About: International Student Experience and Marketing at Anderson

Contact Me: gabriella.eliezer.2023@anderson.ucla.edu



Emma Kuslits – *Vice President of Admissions*

Hometown: Troy, Michigan

Pre-MBA: Product Manager – MBI Inc.

Summer Internship: Product Marketing Manager – Intuit

Post-MBA Goals: Product Marketing Manager in Tech

Anderson Highlight: Attending various Anderson club events

Ask Me About: My favorite marketing classes

Contact Me: emma.kuslits.2023@anderson.ucla.edu



Josh Smiley – *Executive Vice President*

Hometown: Danville, California

Pre-MBA: Strategy Consulting – EY

Summer Internship: Product Marketing Manager – Adobe

Post-MBA Goals: Product Marketing Manager in Tech

Anderson Highlight: All the awesome people I have met so far!

Ask Me About: My favorite beers to brew

Contact Me: josh.smiley.2023@anderson.ucla.edu