

MARKETING @ ANDERSON

▶ TRANSFORMATIVE ACADEMICS

Students interested in **Marketing** need a strong academic background 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

- Corporate Financial Reporting
- International Financial Markets
- Corporate Valuation
- Managerial Model Building
- International Political Economy
- Business & Economy in Emerging Markets
- Option Markets
- Behavioral Finance
- Takeovers, Restructuring, Governance
- Investment Management
- Money and Capital Markets
- Financial Institutions
- Global Economy

▶ ROI: CAREER BOOST

Some hiring organizations for UCLA Anderson MBA Students in Marketing roles (both full-time employment and summer internships) include:



The **WALT DISNEY** Company



Specific Marketing functions UCLA Anderson MBA students enter include:

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

▶ CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH 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 consulting 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

▶ ANDERSON RESOURCES

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



MARKETING ASSOCIATION

CONNECT WITH STUDENTS:

