

marketing

Next-generation **marketing** leadership.

The Tepper School of Business approaches marketing as an important informational contributor to corporate strategy. We understand the necessity of taking a broad view as it relates to strategies that influence product categories, retain and build customer bases, shift purchasing patterns, as well as launch new products, technologies and services. It is rare to find future executives able to lead marketing programs that utilize cutting-edge analytical methods to meet the ever-intensifying demand for customer-focused marketing strategies.

In 2003, the Tepper School of Business launched the Analytical Marketing Strategy MBA Track as well as the Management of Innovation and Product Development MBA Track, two strong alternatives that provide background for the increased importance of marketing for corporate strategy. Coursework and corporate-sponsored projects give students a career advantage particularly relevant to market development, CRM, product design and development, customer recruitment, dynamic revenue management and optimization of customer satisfaction and retention.

While the Tepper marketing program prepares MBAs for careers in consumer and business marketing and product management, it also places a strong emphasis on the marketing of technology.



Rankings **OVERALL** Rankings current as of October 2006.

- 3** WALL STREET JOURNAL – **National Ranking**
(Rank based on survey of 4,125 MBA recruiters.)
- 16** BUSINESSWEEK (Rank based on 58 MBA programs in North America, Europe and Asia.)
- 16** U.S. NEWS & WORLD REPORT (Rank based on 80 U.S. business schools.)



"...in their book, *Creating Breakthrough Products*, Carnegie Mellon professors advocate an integrated approach to product design. Innovative new products, the authors argue, come from mastering the 'fuzzy front end.' They happen when a company delivers on both style and technology in a way that can provide some measure of fantasy."

– Fast Company Magazine



Heather Giles

MBA 2001

Global Pharmaceutical
Supply Group

A Unit of Johnson & Johnson
Distribution Center Manager
Somerset, NJ

“When you are entering an organization, you don't always have other people to back you up on frontline thinking. You've got to know how to handle decision making yourself. Tepper provides balance so you can handle the tough assignments, synthesize information, and make a business case at a higher level.”

Marketing Recruiting Partners

- > AIG
- > AIR PRODUCTS & CHEMICALS
- > ALCOA
- > AMERICAN AIRLINES
- > AMERICAN EAGLE OUTFITTERS
- > AMERICAN GREETINGS CORP
- > AOL
- > APPLE
- > AVAYA
- > AXA ADVISORS, LLC
- > BANK OF AMERICA
- > BASES
- > BEST BUY
- > BOSTON BEER COMPANY
- > BUNGE GLOBAL MARKETS
- > CISCO SYSTEMS
- > CITIGROUP
- > COLGATE-PALMOLIVE
- > COLLEGEJOBBOARD.COM
- > CORRY PUBLISHING
- > CRUCIBLE RESEARCH
- > DECISIONPATH CONSULTING
- > DEL MONTE FOODS
- > DISCOVER FINANCIAL SERVICES, LLC
- > EMC
- > EMERSON
- > ENTERPRISE RHONE-ALPES INTERNATIONAL
- > EXXONMOBIL
- > FEDERAL EXPRESS
- > FISHER-PRICE
- > FORD MOTOR COMPANY
- > GE INDUSTRIAL
- > GENERAL ELECTRIC
- > GIANT EAGLE, INC.
- > GLAXOSMITHKLINE
- > GLOBAL SPEC, INC.
- > HANESBRAND INC.
- > H.J. HEINZ COMPANY
- > HARRAH'S ENTERTAINMENT
- > HERITAGE HEALTH FOUNDATION
- > HEWLETT PACKARD
- > HONEYWELL
- > IBM
- > IDC
- > IDEO
- > IGNITE VENTURE PARTNERS
- > INFOSYS TECHNOLOGIES
- > INNOVATION WORKS
- > INTEL CORP
- > JOHNSON & JOHNSON
- > KENNAMETAL, INC
- > KLA-TENCOR
- > LEXMARK INTERNATIONAL
- > LEXMARK INTERNATIONAL
- > LIBERTY MUTUAL
- > LTU TECHNOLOGIES
- > MANAGEMENT SCIENCE ASSOCIATES
- > MARKETING MANAGEMENT ANALYTICS (MMA)
- > MATHWORKS
- > MEDRAD
- > MEDTRONIC
- > MERCK & COMPANY
- > MICROSOFT
- > MINRAD, INC.
- > MORGAN STANLEY
- > MOTOROLA
- > NETBLUE
- > NEWELL RUBBERMAID
- > NIKE, INC
- > ONE PLANET CORPORATION
- > ONE-ACCORD CORP., LLC
- > ONLINE RESOURCES
- > PEOPLESMITH
- > PHILIPS MEDICAL SYSTEMS
- > PLATO LEARNING
- > PLEXTRONICS
- > PPG
- > PRATT & WHITNEY
- > PROGRESSIVE INSURANCE
- > RESPIRONICS
- > SAP AMERICA
- > SOLECTRON
- > TB WOODS
- > TESSERA, INC
- > THE MATHWORKS
- > TIVERSA
- > UBISOFT ENTERTAINMENT
- > UGS CORPORATION
- > UNION PACIFIC
- > UNIVERSUM COMMUNICATIONS
- > VANGUARD
- > VIVISIMO, INC
- > W.R. GRACE & CO.
- > WAL-MART CORPORATION
- > WEBSense, INC.
- > WELLS FARGO & COMPANY
- > WESTINGHOUSE ELECTRIC COMPANY
- > WHENU
- > WYETH
- > YAHOO!




MBA full-time class of 2006.

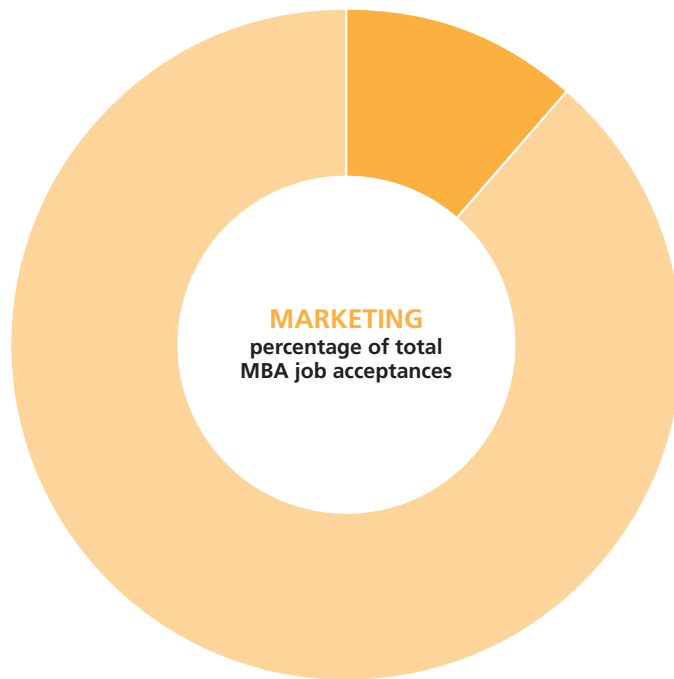
COMPENSATION BY FUNCTION – MARKETING

FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
MARKETING:	11.54%	\$75,350	\$81,500	\$100,000	\$32,400
Brand (B2C)	3.85%	\$ 74,125	\$ 77,500	\$ 85,000	\$ 56,500
Product/Industrial (B2B)	3.85%	\$ 77,080	\$ 90,000	\$ 100,000	\$ 32,400
Research/Analytic	3.85%	\$ 74,600	\$ 78,000	\$ 90,000	\$ 50,000

This report includes all domestic and international acceptances as of three months after graduation.

ACADEMIC OPTIONS

-  MBA Concentration
-  MBA Track
-  Dual Degree



■ Marketing: 11.54%
■ All Other Functions: 88.46%

Marketing Curriculum.

- > BRANDING
- > BUSINESS DEVELOPMENT AND SALES MANAGEMENT
- > BUSINESS-TO-BUSINESS MARKETING STRATEGY
- > COMPUTATIONAL MARKETING PROJECT
- > DESIGN FOR MANUFACTURE
- > ENGINEERING DESIGN
- > ENTREPRENEURIAL THOUGHT AND ACTION
- > GROUPS AND TEAMS IN ORGANIZATIONS
- > INDUSTRIAL DESIGN FUNDAMENTALS (MIPD)*
- > INFORMATION RESOURCE MANAGEMENT
- > INTERACTIVE MARKETING LEVERAGING TECHNOLOGY
- > INTEGRATED PRODUCT DEVELOPMENT PROJECT (MIPD)*
- > INTERNET MARKETING
- > INTERPERSONAL NEGOTIATION
- > MANAGING INTELLECTUAL CAPITAL & KNOWLEDGE INTENSIVE BUSINESSES
- > MANAGING SERVICE, E-COMMERCE AND CUSTOMER-DRIVEN BUSINESSES
- > MARKETING APPLICATIONS OF DATA MINING
- > MARKETING COMMUNICATIONS AND BUYER BEHAVIOR
- > MARKETING RESEARCH
- > MINING DATA FOR DECISION MAKING
- > NEW PRODUCT MANAGEMENT
- > PRICING

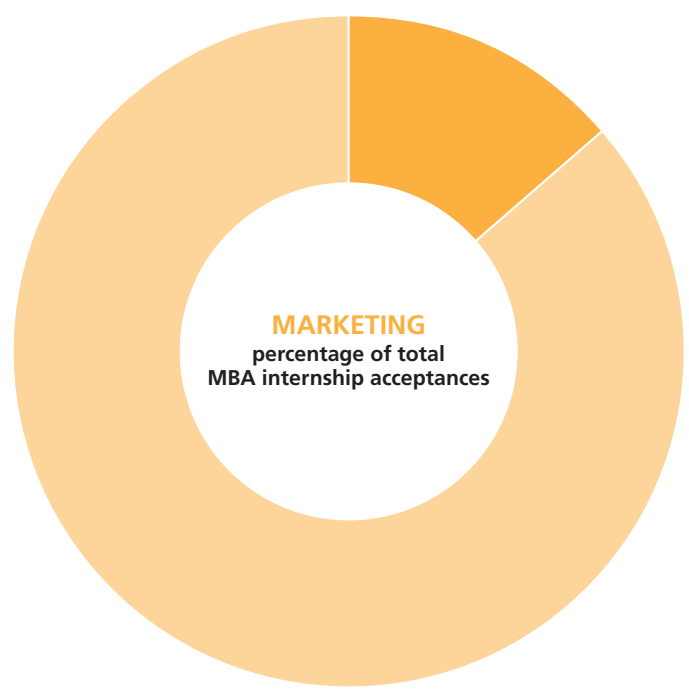
*MIPD = Management of Innovation and Product Development Track course

MBA internships class of 2006.

INTERNSHIP COMPENSATION BY FUNCTION – MARKETING

FUNCTION	PERCENT	MEAN	MEDIAN	HIGH	LOW
MARKETING:	13.84%	\$ 5,075	\$ 5,358	\$ 7,083	\$ 675
Brand (B2C)	3.77%	\$ 5,726	\$ 5,800	\$ 6,304	\$ 4,417
Product/Industrial (B2B)	3.14%	\$ 5,372	\$ 5,716	\$ 6,000	\$ 4,400
Research/Analytic	6.92%	\$ 4,639	\$ 4,676	\$ 7,083	\$ 675

This report includes all domestic and international acceptances as of three months after the end of the academic year.



- Marketing: 13.84%
- All Other Functions: 86.16%

Carnegie Mellon faculty are among the world's foremost researchers who have developed methods examining marketing problems on large-scale purchase data. Their recent focus is the analysis of click stream data of consumer web surfing to measure the effectiveness of online marketing.



Patrick Macedo

MBA 2003

H.J. Heinz
Associate Brand Manager,
Heinz Ketchup
Pittsburgh, PA

“The higher up you advance in an organization, the more realistic Tepper’s Management Game becomes. I thought Game was an effective way to test one’s ability to manage both the macro and micro issues. It was a great experience in thinking tactically and strategically.”