

VANDERBILT MBA CAREERS IN MARKETING

Companies with Recent Hiring

Amazon	American Airlines
Bayer	Coty Inc.
Dr. Pepper Snapple Group	Frito Lay
Genentech	Hanesbrands Inc.
Kimberly Clark	Mars Petcare
Mattel	Nestlé Purina
Procter & Gamble	Target



Exploring Marketing and Want to Read More?

GMA Smartbrief—gmaonline.org

Seth Godin blog—sethgodin.com

The Everything Store: Jeff Bezos and the Age of Amazon by Brad Stone

Marketing at Owen

Approximately 20 percent of Owen graduates choose marketing as their career path. About 10 percent land in a **brand management** role with the remainder finding positions in **product management, digital marketing, marketing strategy** and **consumer insights**.

Full-Time Marketing Compensation (from the Class 2016)

	Base Salary
Median	\$ 106,000
Average	\$ 106,227
High	\$ 117,000
Low	\$ 96,000

What Employers Look For

ability to influence | strategic thinking |
cross-functional team experience | ability
to manipulate/analyze data | tolerance of
ambiguity | creativity & problem-solving
skills | quantitative-research skills | project
management | presentation skills | passion for
marketing & the consumer



VANDERBILT UNIVERSITY®
OWEN GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration

VANDERBILT MBA CAREERS IN MARKETING FAQs

What can I start doing now if I am a career changer into marketing?



Having previous marketing experience can be advantageous to candidates, especially in the early stages of marketing recruiting (e.g., companies looking for candidates at the National Career Fairs). As a career changer, however, you may not have formal marketing experience, so **learning about the specific skill set marketing recruiters value** and identifying where you have gaps are important first steps. If you're still working, try to find projects that will give you some of those **transferable marketing skills**. Once you get to Owen, you'll want to work with your CMC and Peer Coach to quickly identify opportunities to get marketing experience, for example, through a club position or a project related to **Owen's BrandWeek**. Getting engaged with the **Vanderbilt Marketing Association** and participating in its robust set of career events will help prepare you for recruiting, which begins as early as September for some marketing roles.

What does the overall marketing recruiting timeline look like?

Marketing recruiting begins early, with most large CPG companies—and many other marketing recruiting companies—attending The Annual Conference & Exposition presented by the National Black MBA Association and Prospanica. If you are interested in interviewing for brand management roles, it is important to attend this conference, as it brings together every major MBA recruiter in that space. This means that students need to **begin prepping as soon as they step on campus** and ideally during the months leading up to school through the resources offered by the CMC. On-campus marketing recruiting, for brand roles in CPGs and other marketing roles, takes place on the traditional recruiting timeline, with interviews beginning on campus in January.



Should I consider going to one of the National Career Fairs in the fall?



If you are a first-year MBA interested in marketing, and **especially if you are interested in brand management**, you should strongly consider attending one of the national career fairs. Whether you hope to actively interview for marketing roles at the fair or want to have initial conversations with companies to make contacts and get a better lay of the marketing recruiting landscape, it is the one opportunity to have 150-250+ companies actively seeking MBAs in one place. In addition to brand management, companies seek candidates across multiple marketing functions including shopper marketing, sales, product management and more general marketing roles.

Is Brand Management my only option?

While Brand Management is a popular career path for many MBAs, there are many other paths for marketing students. It's important to take the time prior to coming to Owen and once you arrive to learn about different marketing opportunities. Some of the most common paths for Owen students include brand management, product management, digital marketing, services marketing and marketing leadership development programs.

Where do first-year students find summer internships?

- Approximately 25 percent of marketing internships come from on-campus recruiting.
- An additional 25 percent come from job postings through our recruiting system, which lead to phone and video interviews.
- Other important sources of internships come from the national MBA career fairs, alumni referrals, faculty referrals and personal networks.

What marketing roles can I find in the tech industry?

Product management is the most common entry point. This tends to be more technical, and many companies seek candidates who have an engineering background and/or prior tech experience. Other common roles include sales and digital marketing.

