

# MBA-Marketing

Informed by numbers,  
driven by principle.

Pursuing careers in marketing allows you to craft marketing strategies and programs that make consumers want to buy. Working as a “brand advocate,” you will know how to direct consumer marketing efforts, and how to coordinate sales, advertising, design, operations, market research and business analysis to get your product or service to market. You’ll discover the true meaning of the term “brand advocate” as you develop your skills in all areas of marketing. At Olin, you can focus your MBA in marketing and choose a concentration based on your interests: brand management, product management or customer analytics.



## WASHU CLUBS/DEVELOPMENT OPPORTUNITIES

Center for Experiential Learning | Entrepreneurship and Venture Capital Association | Graduate Business Student Association | Healthcare and Life Sciences Club | Net Impact | Olin Marketing Association | Olin Sports, Media and Entertainment Club | Olin Technology Club | Olin Women in Business | Taylor Community Consulting | Tech Club | The Small Business Initiative | Marketing Platform

## Job Titles or Career Examples

Associate Brand Manager | Business Insights and Analytics Associate | Business Manager | Commercial R&D Lead | Consumer Banking Management Associate | e-Commerce Associate Brand Manager | GoGlobal Healthcare Marketing | Lead Senior Analytics | Market Research Manager | Marketing Manager | New Product Planning Project Manager | Product Manager–Consumer Data Analytics | Product Marketing Manager | Senior Manager–e-Commerce | Senior Manager Merchandise Strategy & Operations | Senior Product Manager | Senior Product Manager (Technical Products)

## Sources of Internship Offers\*

On-Campus Interviews/Resume Collection/Job Postings | Career Fair/Networking Event/Road Show/Talent Summit | Alumni/Faculty/Staff/Other Students | Company Websites or Job Boards/Social Media | Family/Friend Outside of School | Previous Employer | CEL, Skandalaris, etc.

## Competency-Related Keywords to Include in Resumes

**Product Management (Technical):** Passion for Technology | Initiative | Leadership | Impact | Technical Skills | Attention to Detail | Business Development | Frameworks | Matrix Organization | Synthesize | Consumer-Focused | Product Roadmap

**Brand Management:** Competitive Analysis | Competitive Market Intelligence | Market Launch | Market Positioning | Multichannel Distribution | Negotiations | New Product Introduction | Product Life-Cycle Management | Sales Forecasting | Vision | Project Management | Cross-Functional Teams | Focus on Results | Promotions | Customer Data Analytics | Relationship Builder | Grow Sales | Brand Awareness | Drive Constructive Disruption | Creative & Strategic Leadership

**Market Research/Customer Analytics:** Qualitative and Quantitative Demand Analysis | Trend Recommendation | SQL | Data-Driven Insights | Strategy Creation | Collaboration | Problem Solving | Modeling | Reporting | Change Management | Demographic Analysis | Consumer Behavior | Target Market

## SOME OF OUR FULL-TIME EMPLOYERS

Amazon | Bristol-Myers Squibb | Bunge North America, Inc. | Capital One Financial Corp | Citigroup Inc. | Danone | Dell | Hill's Pet Nutrition, Inc. | Intel Corporation | Kimberly-Clark Corporation | Kraft Heinz Foods Company | Lumeris | Merck KGAA | Regeneron Pharmaceuticals | Samsung Electronics America | The Emerson Electric Company | Walmart Stores, Inc. | Zillow

Average Full-Time Salary/Range\*

**\$110,800**

(Min \$75,000– Max \$125,000)

Average Hourly Rate/Range\*

**\$40/hour**

(Min \$12.00 – Max \$62.00)

## Sources of Accepted Full-Time Offers\*

Internship | Company Website or Job Board/Social Media | Alumni/Faculty/Staff/Other Students | Career Fair/Networking Event/Industry Trek/Talent Summit | Family/Friend Outside of School | On-Campus Interview/Resume Collection/Job Posting | LinkedIn | Previous Employer

## SOME OF OUR INTERNSHIP EMPLOYERS

3M Company | Amazon | ASICS | Barilla America, Inc. | Boston Scientific | Cisco Systems | Citigroup Inc. | Danaher Corporation | Danone | Discover Financial Services | Edward Jones | Express Scripts Holding Company | GlaxoSmithKline | Hill's Pet Nutrition, Inc. | Intel Corporation | Kimberly-Clark Corporation | Lumeris | Mastercard | Nestlé Purina PetCare Company | Procter & Gamble | Regeneron Pharmaceuticals | The Emerson Electric Company | The Hershey Company | Walmart Stores, Inc.

# Weston Career Center Coaching Process

The Weston Career Center **Career Services Model** reflects the four primary stages you will experience as an MBA student through your partnership with your Career Coach. The Self, Story, Strategy and Journey model is designed to guide you from the early stages in your career search to successfully landing internships and full-time offers in the industries you are passionate about.



## Career Notes

### Internship Career Search Timeline / Activity Plan

#### SPRING / SUMMER 1

##### First Steps Guide:

- Career Leader assessment
- Resume
- Personal introduction
- LinkedIn profile

**Conference call/Skype with Career Coach to explore SELF, develop STORY and prepare for summer/fall career conferences:**

- Review CareerLeader assessment
- Draft resume and utilize VMock tool to finalize
- Practice personal introduction and get feedback
- Develop LinkedIn profile
- Practice interviews with Career Coach for June career conferences
- Participate in Global Immersion; receive career STRATEGY content and individualized coaching to refine STORY and STRATEGY

#### FALL 1

- Research companies using the Bloomberg Terminal
- Meet with Career Coach weekly to finalize preparation for career conferences/fairs
- Participate in marketing platform
- Prepare campaign STRATEGY, including identifying target company list and key networking contacts, developing networking plan
- Meet with Career Coach periodically as you begin your JOURNEY phase:**
- Schedule practice behavioral interviews
- Conduct extensive case interview prep
- Attend career/interest area conferences
- Research companies and develop target list
- Attend the WashU Career Fair
- Participate in Olin networking events (MBA Summit or Global Career Accelerator) plus industry treks
- Implement active networking
- Customize resumes and cover letters
- Attend employer info sessions
- Apply for jobs via on-campus or external recruiting
- Interview for jobs and negotiate offers

#### SPRING 2

- Continue JOURNEY phase into spring recruiting season (common practice for marketing careers) if still seeking internship
- Meet with your Career Coach on a regular basis to maintain your momentum
- Continue to expand your network and keep contacts apprised of your progress
- Connect with the Center for Experiential Learning
- Participate in WashU Spring Career Fair
- Attend on-campus recruiting events/treks
- Report your internship offer and acceptance or rejection in OlinConnect
- Meet with the Office for International Students and Scholars to ensure timely filing for CPT/OPT

#### SUMMER 2

- Enjoy your internship and remember that a full-time offer may be extended at the end of the summer
- Expand your network through the internship company
- Research full-time career options within the company
- Pursue professional development, time permitting
- Keep in touch with your Career Coach once or twice during the summer
- Work with your Career Coach to develop future prospects in case the full-time offer does not materialize

### Contact Us.

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