MARKETING CONCENTRATION

Whether you’ve set your sights on brand management with a consumer packaged goods company or a marketing management position in other industries, TCU’s MBA can help you advance your career.

:: ABOUT THIS CONCENTRATION

BRAND MANAGEMENT OPTION

Move your career into brand management at a major consumer packaged goods firm. You’ll develop skills in market analytics, consumer insights and marketing innovations while learning to manage and launch multimillion-dollar brands.

MARKETING MANAGEMENT OPTION

Focus on all the techniques associated with identifying and keeping profitable customers in today’s economy. En route to careers in marketing management, you’ll learn about topics ranging from campaign management to service excellence to customer satisfaction and retention.

INDUSTRY EMPHASIS AREAS

In addition to your concentration in marketing, you can choose to add an industry emphasis that includes 6-9 hours of elective courses focused on a specific industry. Many electives in the emphasis areas are taught by industry insiders or feature guest presentations by industry executives. Emphasis areas include:

- Energy
- Health care
- Real estate
- Consulting
- Entrepreneurship

:: STAND AND DELIVER

NEELEY & ASSOCIATES CONSULTING

Develop your business experience while tackling meaningful projects for paying clients ranging from Fortune 500 corporations to area nonprofits. As part of a team, you’ll apply the concepts you’ve learned in class and leverage your own work experience to address a key strategic or operational challenge for your client. Experienced consultants from leading global firms, usually Neeley alumni from Accenture, check in at key project milestones to provide mentoring and coaching support. Sample projects:

PEPSICO :: Identifying locally relevant merchandising strategies at Walmart. Consultants identified optimal in-store locations to display PepsiCo products within Walmart’s “clean store” format. The team reorganized PepsiCo products on shelving gondolas to enhance the customer shopping experience and increase PepsiCo/Walmart margins.

TEXAS INSTRUMENTS :: Finding semiconductor growth opportunities with lithium batteries. The team helped TI better understand the landscape for lithium battery-based systems. The consultants developed key market segments, researched customer needs/wants/reservations, and reviewed competitive forces and potential value proposition elements.

CHESAPEAKE ENERGY :: Evaluating social media marketing tactics. The consultants researched social media marketing tactics used by high-visibility local organizations. They also identified key young-professional groups in North Texas, designing a plan to convert these groups and their key influencers into informed advocates for urban natural-gas drilling in the Barnett Shale.

HEALTHPOINT :: Enhancing product awareness. The team recommended strategies to penetrate the “non-call segments” in Healthpoint’s Santyl product line. The consultants enhanced product awareness and understanding in these “open areas,” with the anticipation of cost-effective sales increases of the Santyl product to both existing and new customers.

FRITO-LAY :: Assessing marketing mix variables. Consultants evaluated the marketing mix for Munchies filled crackers sold at convenience stores, drugstores and dollar stores. They delivered a strategy and a development plan that doubled Munchies sales over the previous year.

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CASE COMPETITIONS

TCU teams compete in national marketing case study contests against some of the nation’s other best business schools, usually with the opportunity to present their ideas to a tough-minded panel of industry executives. Here are a few recent examples:

NEELEY SCHOOL CASE COMPETITION :: TCU hosts a national marketing case competition, bringing to campus students from universities such as Harvard, Stanford, Kellogg and Thunderbird to tackle a case presented by the sponsoring corporation. Students from different universities are placed together on teams, creating a unique team-building challenge and giving you the opportunity to compare your skills against this talent pool. Not surprisingly, TCU students hold their own among students from other top programs.

BABSON MARKETING CASE COMPETITION :: TCU students traveled to Babson’s campus in Boston to work alongside MBAs from Wharton, Babson, Yale, Boston University, Purdue, Wisconsin and other schools. TCU students were on the first-, second-, and fourth-place teams in 2011.

SONY CASE COMPETITION :: In 2011 a TCU student was a member of the third-place team at the Sony marketing case competition held at company headquarters in San Diego. TCU alum Katie O’Brien (MBA ’08), product manager, was one of the judges.

NEELEY CONNECTIONS

Test your executive mindset during Neeley Connections live case studies. You’ll brainstorm alongside business leaders to solve problems currently faced by companies such as GameStop and Southwest Airlines. You’ll think on your feet and learn how top execs approach complex problems. Other companies recently presenting cases:

- TranSystems, Jeremy Beard, sales and marketing manager
- McKesson, Eric Davis (EMBA ’07), director of sales and support tech
- First Command, Greg Meyer, principal and district adviser
- CB Richard Ellis, Jack Fraker, vice chairman
- IBM, Walter Merrill, director
- Frito-Lay, Ralph Goedderz (MBA ’97), vice president for supply chain finance

For IBM, TCU MBAs determined which methods work best to build consumer brand awareness for an established company. TCU students fired off ideas, and then IBM reps gave instant feedback on how those ideas fit with the company’s overall marketing strategy. It was a win-win situation: IBM got fresh ideas that affirmed their internal business decisions, while TCU students discovered that they were thinking in the right direction.

C-LEVEL CONFIDENTIAL

Be ready to make an important impression. Our students are prepared to discuss industry trends, even with senior-level execs. Through small-group dinners—and candid conversations—with corporate executives, you gain sound career advice and add powerful connections to your personal network. Recent visitors include:

- Compass Group, Kurt Kimball, executive vice president, North America
- Chesapeake Energy, Julie Wilson, vice president, urban development
- Dish Network, Joe Clayton, president and CEO and former chairman of Sirius XM Radio

INTEGRATIVE PROJECT

This weeklong business simulation tests everything you’ve learned in your first semester. Your team will develop a manufacturing and pricing strategy, identify key markets, and then face the market-oriented curveballs thrown your way. At the end of the project, you’ll present to recruiters from PepsiCo, Buxton, Sabre Holdings (Travelocity is one of its brands), Healthpoint, Alcon Laboratories and other companies. For many students, the integrative project is a first connection to lining up internship interviews.

INTERNATIONAL TRIPS

TCU travel courses, held between semesters, introduce you to the complexities of doing business around the globe. You’ll meet with executives at multiple companies to learn about business practices and opportunities in each country.

In Milan, Italy, learn from the Prima Pagina PR firm how multinational companies like Procter & Gamble localize their global marketing campaigns to suit the Italian media and culture. Spend hours discussing economic trends in emerging markets with Tushar Poddar, chief economist, Goldman Sachs in India. Or explore multinational corporate strategies in Geneva with Laurent Attias (MBA ’94), president, Alcon-EMEA (Europe, Middle East and Africa). Study trips travel to:

- Chile
- China
- Dominican Republic
- India
- Italy
- South Africa

:: MAKE CONNECTIONS

STUDENT ORGANIZATIONS

The MBA Marketing Association works closely with the Graduate Career Center to identify targeted companies for visits to meet with hiring managers. Recent trips have included Austin and Chicago to meet with companies such as 3M, Sears Holdings, Whole Foods, DMX multi-sensory branding, GSD&M: Idea City, VMware, Golfsmith International and Gemalto.

With such a rich job market at home, it only makes sense that student organizations work with the Graduate Career Center to visit companies—and
connect with major corporate leaders—in the Dallas-Fort Worth metroplex. On a recent visit to Alcon Labs, students learned about international markets and the process needed to translate science into business. Our MBAs followed products from research and development through the packaging process.

Student organizations:

- MBA Marketing Association
- Capital Markets Club
- Entrepreneurship EDGE Club
- Graduate Real Estate Club
- MBA Energy Club

:: GET HIRED

CAREER PREP AND COACHING

GRADUATE CAREER CENTER :: Once you’ve earned your MBA, you’ll be competing on a whole new level. Your personal career coach will help you master the latest job-search strategies, transition into new functional areas or industries, and make the corporate connections that lead to internships and offers. Our career specialists organize meetings with hiring managers across the country, schedule company reps for on-campus interviews and presentations, and serve as your on-site strategists at national career conferences.

MARKETING CAREER EXPERTS :: In addition to the resources of Neeley’s Graduate Career Center, you can strategize one-on-one with expert career consultants with direct experience in the marketing industry.

JUMP START BOOT CAMP :: This boot camp, held before classes begin during the START Workshop, delivers an early understanding of MBA-level marketing career opportunities. You’ll meet with faculty for a comprehensive look at the TCU marketing curriculum, hear from expert consultants on industry career trends, and interact with a panel of executives from top firms. And even though classes have not yet begun, be ready for your first marketing case competition, presented by a corporate sponsor such as Aviall, a Boeing company.

MARKETING BOOT CAMP :: Interviewing for internships begins as early as the national career fairs, held just weeks after classes begin. So if you are changing careers, how can you be conversant in your new field in just a few weeks? This intensive two-day immersion program assures that you’ll be ready to shine in your interviews. Top managers and TCU alumni from companies like Procter & Gamble, Hostess Brands, Dr Pepper and Sony will be on hand to explain the “must know” issues from their industries, the skills you need to showcase, and the keys to landing a marketing internship. Neeley faculty members provide topical overviews of key subjects to come later in the curriculum.

NEELEY PROFESSIONAL DEVELOPMENT CENTER :: Strong presentation skills increase your marketability—and your effectiveness on the job. That’s why presentation experts are on hand in the Neeley Professional Development Center to coach your performance. Before you graduate, you will have presented to corporate leaders dozens of times.

:: EXPLORE YOUR ACADEMIC PROGRAM

FEATURED FACULTY

WILLIAM CRON :: Dr. William Cron, a nationally known expert on marketing research, has served on four editorial review boards including the Journal of Marketing and the Academy of Marketing Science, published more than 80 marketing and sales management articles, and co-authored Sales Management: Concepts and Cases, 9th ed. and Selling: Building Relationships and Achieving Results, 1st ed. He was named one of 10 leading contributors to sales force research literature by the Journal of Personal Selling and Sales Management.

He has won several TCU Graduate Teaching Awards and holds the prestigious J. Vaughan and Evelyne H. Wilson Professorship in Business. Dr. Cron has taught faculty, students and executives in Belgium, Canada, England, France, Germany, Holland, Hungary, Mexico, Spain, China, Italy and Switzerland. He is a frequent consultant to industry and serves on the boards of directors for Park Plaza Medical, Midmark Corporation, Healthcare Education Foundation and other companies. Prior to his academic career, he worked in sales and marketing for Procter & Gamble.

MARK HOUSTON :: Dr. Mark Houston, a recognized leader in marketing, is president-elect of the American Marketing Association’s Academic Council. His research on marketing and innovation strategy has been published in Marketing Science, Journal of Consumer Research and Journal of Financial and Quantitative Analysis, among others. He serves on the editorial review boards of the Journal of the Academy of Marketing Science and the Journal of Supply Chain Management.

In recognition of his teaching excellence, Dr. Houston was awarded the Outstanding Marketing Teacher Award from the Academy of Marketing Science. As a highly regarded consultant in marketing and innovation, he works frequently with companies such as IBM, AT&T, Microsoft Bing, Dell and Caterpillar.
COURSES

MARKETING MANAGEMENT

GOAL :: To prepare students for the responsibilities of managing the marketing function of a firm, including capabilities for both strategic and tactical decisions, and for integrating a marketing perspective into the overall management of the organization. A total of 18 credits are required for this concentration, and the courses must be taken in the order specified below.

The student must complete 18 credits as specified below:

YEAR 1 :: FALL SEMESTER (1.5 CREDITS)
MARK 70010 Marketing Issues and Problems (1.5 credits) 6W2

YEAR 1 :: SPRING SEMESTER (4.5 CREDITS)
MARK 70110 Marketing Analytics (1.5 credits) 8W2
MARK 70770 Marketing Research (1.5 credits) 8W1
MARK 70120 Customer Insights (1.5 credits) 8W2

YEAR 2 :: FALL SEMESTER (3.0 CREDITS)
MARK 70720 New Product Development (1.5 credits) 8W1
MARK 70200 Customer Relationship Marketing (1.5 credits) 8W2

YEAR 2 :: SPRING SEMESTER (3.0 CREDITS)
MARK 70750 International Marketing (1.5 credits) 8W2
MARK 70970 Marketing Research Applications (1.5 credits) 8W2

AND 6.0 credits from the following:
MARK 70730 Brand Management (1.5 credits), Fall Semester
MARK 70200 Customer Relationship Marketing (1.5 credits), Fall Semester
MARK 70970 Persuasion and Influence (1.5 credits), Fall Semester
MARK 70970 Content Marketing & Social Media (1.5 credits), Fall Semester
MARK 70130 Creativity and Innovation (1.5 credits) Fall Semester
MARK 70140 Managing Services Excellence (1.5 credits), Spring Semester

AND 12.0 credits from any MBA or MAc elective

Total elective credits = 30

BRAND MANAGEMENT

GOAL :: To prepare students for the responsibilities of managing a product or brand, with a special emphasis on brand management for a consumer packaged goods company. A total of 18 credits of Marketing courses are required for this concentration. The courses must be taken in the order specified below.

The student must complete 18 credits as specified below:

YEAR 1 :: FALL SEMESTER (1.5 CREDITS)
MARK 70010 Marketing Issues and Problems (1.5 credits) 6W2

YEAR 1 :: SPRING SEMESTER (4.5 CREDITS)
MARK 70110 Marketing Analytics (1.5 credits) 8W2
MARK 70770 Marketing Research (1.5 credits) 8W1
MARK 70120 Customer Insights (1.5 credits) 8W2

YEAR 2 :: FALL SEMESTER (6.0 CREDITS)
MARK 70720 New Product Development (1.5 credits) 8W1
MARK 70200 Customer Relationship Marketing (1.5 credits) 8W2
MARK 70730 Brand Management, (1.5 credits) 8W2
MARK 70130 Creativity and Innovation (1.5 credits) Fall Semester

YEAR 2 :: SPRING SEMESTER (6.0 CREDITS)
MARK 70750 International Marketing (1.5 credits) 8W2
MARK 70970 Marketing Research Applications (1.5 credits) 8W2
MARK 70303 Field Project in Managing Products and Brands (3 credits) REG

AND 1.5 credits from the following:
MARK 70140 Managing Service Excellence (1.5 credits), Spring Semester
MARK 70800 Marketing Strategy (1.5 credits), Fall Semester
MARK 70970 Persuasion and Influence (1.5 credits), Fall Semester
MARK 70970 Content Marketing & Social Media (1.5 credits), Fall Semester

AND 10.5 credits from any MBA or MAc elective

Total elective credits = 30

This course listing provides an overview of concentration offerings. Specific course requirements may change after printing. For the most recent curriculum, visit our website at neeley.tcu.edu/mbacurriculum.