

McDonough School of Business  
Marketing Chat  
November 30, 2009

**Amy\_MBA Student** - Welcome to the Georgetown Marketing Chat - we'll start by introducing ourselves and then feel free to ask us any questions about marketing here at Georgetown!

**Amy\_MBA Student** - I'm Amy, a second year MBA student focused on Marketing and I'm the Co-President of the Georgetown Marketing Association. I came to Georgetown from 5 years experience in advertising and marketing and did my summer internship at Nestle. While I explored a few other full time opportunities, I decided to accept the position at Nestle and will return upon graduation.

**Stephen\_MBA Student** - Hi, my name is Stephen Lan. I am a second-year student in the Georgetown MBA program, where I also received my undergraduate degree. I am the Co-Vice President for Career Management in the Graduate Marketing Association. Prior to Georgetown, I was a consultant for five years. I am originally from Washington DC but lived in Seattle prior to coming to business school. This summer, I also interned at Nestle, focusing on brand management, and I will return there full-time after graduation. I look forward to answering your questions about marketing at Georgetown.

**Stephen\_MBA Student** - We'll have a first year joining us in a moment, but Amy and I are free to take any questions you might have.

Erin - Hi Stephen. Did you have any prior CPG experience before coming to Georgetown? Why did you choose that field?

**Stephen\_MBA Student** - Hello, Erin. I actually had no prior CPG experience. I decided to go into brand management because I wanted to apply my skill set to working with tangible products.

JP - Why did you choose Georgetown to study marketing?

**Amy\_MBA Student** - I chose Georgetown because of its location and for the people. I spoke with students while looking at business schools and hearing about the great companies that recruit and the career placements, I was convinced it was the place for me.

**Stephen\_MBA Student** - JP, I chose marketing at Georgetown after speaking w/ the presidents of the GMA (Graduate Marketing Association) here and also doing my research into where students have gone in the past.

Lauren - Stephen: I am very interested in CPG and a career in brand management, how much access does Georgetown have to recruiting at large CPG firms and what role does the marketing club play in this?

**Stephen\_MBA Student** - Lauren: I'll be honest that is increasingly difficult to get into larger CPG firms for schools on the east coast, as many of them are based in the Midwest. However, Georgetown's marketing education, the dedication of its Graduate Marketing Association, as well as the enthusiasm of our alumni go a long way in helping to secure placement.

Kristin - What companies in the DC Metro recruit students interested in marketing, from Georgetown?

**Amy\_MBA Student** - Marketing is not a huge industry in DC as there aren't many CPG companies in the area - but if you're interested in government, international relations, or social marketing, it's great. Being a metropolitan area helps with easy access to companies all over the country.

JP - Did you find that recruiting for marketing at Georgetown was regionally-focused or were there companies from all over?

Annie - Hi Stephen, I have the same question as JP... Georgetown is more known for its law school, but little is known about the advantages of its business school. In your experience what advantages do you see in Georgetown's MBA versus other business schools?

Austin Song - Hello Stephen. During my visit, I was informed that internship process starts immediately upon enrollment. Could you please share your experience finding an internship position in marketing/brand management field?

**Amy\_MBA Student** - Austin, Admissions and career management encourage you to start clarifying your career goals early. And for good reason - recruiting season for internships starts in Oct and runs through Feb. Don't worry though - you get all the prep you need!

**Jamie\_MBA Student** - Hi, my name is Jamie Bruckner. I am a first-year student in the Georgetown MBA program. Prior to Georgetown, I worked as a Buyer at Macy's for five years. This summer, I will intern at Campbell's Soup Company, focusing on brand management. I look forward to answering your questions about marketing at Georgetown!

Mark Switaj -Amy: I am interested in health care marketing. I recognize that McDonough does not have a health care program in the full-time MBA program, but I do know that I can take credits outside of the McDonough School. How have others utilized this cross-school approach to their benefit, specifically those interested in health care?

**Amy\_MBA Student** - Mark, you may want to ask that of admissions. Students do take credits outside the core MBA curriculum and the Georgetown University certainly has a lot of graduate classes. I'm not entirely sure what the healthcare opps are but I do have many friends interested in the field and pursuing healthcare jobs upon graduation.

Mark Switaj - thanks, Amy.

JuliaD - Jamie, Amy and Stephen, can you tell me how strong the emphasis on digital marketing is at Georgetown? I've heard students have taken classes within the Culture, Communication and Technology program, outside of McDonough. Thanks.

**Stephen\_MBA Student** - JuliaD: As far as emphasis on digital marketing, I know the professor that teaches a class on e-Marketing won professor of the module last mod.

**Stephen\_MBA Student** - But I'm not familiar with the CCT program outside of McDonough.

JuliaD - Cool, thanks.

Annie - Amy, you mentioned that DC is great for people interested to work in social marketing... why is that? What kinds of companies or organizations have these kinds of positions?

**Amy\_MBA Student** - Annie - Non-profits typically focus on social marketing and one of our professors is one of the most respected experts on social marketing in the country!

JP - Due to the crisis, have you seen difficulties in obtaining internships or jobs? What changes did you make or were recommended in searching for jobs?

**Jamie\_MBA Student** - JP, it was a little more difficult to obtain internships this summer. However, as long as students are prepared, diligent, and proactive, they are able to get internships and full time jobs during this difficult economic climate. For instance, I have already secured an internship for the summer.

GregZ - Hi current students. I am interested in pursuing a career in entrepreneurship and small business development.....would marketing be the appropriate focus if I ended up studying at McDonough?

**Amy\_MBA Student** - Greg, There are entrepreneurship electives that focus specifically in that are but yes, marketing is an essential tool for starting or running a business. I would also recommend strategy and operations classes to round out your experience.

GregZ - Ok Amy. That's great.....at the Diversity event on November 21, I spoke to students in the entrepreneur club and NetImpact.....they had similar advice. They said while entrepreneurship is not a focused track of study, I could certainly "create" an emphasis by doing what you said.

Austin Song - is your marketing club focused on current students? Could you share your interactions with previous marketing MBA students/alumni?

**Stephen\_MBA Student** - Austin: the GMA is focused on current students but we draw on support from our alumni. For example, this year we had conference calls involving numerous alumni at Johnson and Johnson and also P&G, who prepared our students to interview with both companies.

qera - Dear current students, Can you describe the experience of the Marketing Trek this year? and What did you take from this trip?

**Jamie\_MBA Student** - Gera, Marketing Trek was a great learning experience and way to learn a lot about companies in a short time frame. We were able to meet Brand Managers and other marketers and understand what they do on a daily basis. Furthermore, we were able to see the differences and benefits that each company had to offer. In addition, it was fun to network with past Alums on the Marketing Trek.

Drew - Current students: I am interested in pursuing a career in strategy and government affairs. Is marketing the appropriate focus of study while at McDonough? Are there adequate strategy courses offered in the marketing department? thanks.

**Stephen\_MBA Student** - Drew: at Georgetown there's no major-system. You take what you want to take. I think many of the marketing classes are great to prepare you for strategy and government affairs. In fact, many of my peers who are entering those areas often take many of my classes. As you know marketing is much more than advertising as people might think. The marketing classes at Georgetown, particularly those taught by Professor Homa, really dive into the strategy decisions any company would face.

JP - Can you describe other great events the Marketing club has organized?

**Amy\_MBA Student** - JP - Our events are largely focused on career -other events include a networking day with about 12 companies, a trek up to NY to visit PepsiCo, L'Oreal and American Express among others. We also host speakers and club members have a chance to work on live cases as consultants - we also do social events to help build relationships with each other - a very important component of B-school.

Noreen - Hi Amy, Stephen, and Greg - In what ways does the Georgetown Marketing Association complement the marketing principles you learn in the classroom? In addition to the alumni network, career info, and marketing treks, how else does the GMA help students further their knowledge of marketing?

**Stephen\_MBA Student** - Noreen: the GMA's primary emphasis is on preparing our students to get placement in marketing-focused positions. Although we don't necessarily focus on complementing what's learned in the classroom, we do seek to bring in speakers and case-workshops that apply what is learned. Other events we've done this year include a P&G case workshop with alumni where we went through a recent issue facing the company and marketing day.

Noreen - Thank you, Stephen

Lauren - Current Students: How many clubs and associations are you involved with while obtaining your MBA? Do your other clubs complement marketing as well or are they totally different?

**Amy\_MBA Student** - Lauren, the clubs are a great way to make friends and take on leadership roles. As the president of the GMA my time is largely committed to this club but I'm also a member of the Georgetown Wine Society and Gtown Women in business. There is A LOT to choose from and you can be a member of as many as you want!

Drew - Thanks Stephen. Where specifically are your peers entering strategy and government affairs working?

**Stephen\_MBA Student** - Drew: Generally those entering strategy are working for consulting firms, from big ones such as AT Kearney to smaller boutiques. Those in government are working for the FBI, CIA, and consulting firms focusing on government such as Booze.

Drew - Thanks again Stephen

Puneet - Amy, Stephen and Greg - What features of GTown's Marketing course sets it apart from the other schools' Marketing courses? Any stark differences you all noticed?

**Jamie\_MBA Student** - Our professors do a great job of teaching the full breadth of Marketing, not just Advertising. Our professors have real world experience that they take with them to the classroom. In addition, the Marketing classes at Georgetown aren't "fluff". Their quantitative and qualitative frameworks that apply to the business environment. It's also a rigorous curriculum, which sets students up for success in their marketing careers upon graduation.

Mark Switaj - I'd like to see if there are any application hints. Also, bonus points if you don't say "be yourself!" Thanks.

**Stephen\_MBA Student** - Mark: Way to take the initiative. I'd say clarify why Georgetown, MBA, and your career aspirations. I know it sounds like the standard response, but people want to know.

Mark Switaj - thanks!

Kristin - What are some of the events the GMA hosts?

**Amy\_MBA Student** - Hi Kristin - Please see answer above addressed to JP - let me know if you want more detail on any of the events mentioned.

Erin - How are students appointed to leadership roles in the GMA? Is there an application process? Can first-years take leadership positions?

**Jamie\_MBA Student** - Erin, the GMA is run by 2nd Year MBA students who pass off the leadership roles to the 1st Year students in December. 1st Year students are handing in their Letters of Intent to run for GMA positions.

Erin - thanks, Jamie!

qera - Dear current students, What is your best class, professor or experiential learning? and what types of fun activities are on campus?

**Stephen\_MBA Student** - Qera: My best class has been Advanced Marketing Strategy taught by Professor Ken Homa. Highly quantitatively focused but not at the detriment of the general marketing principles. He really brings in everything you've learned in marketing, core-finance, and strategy to analyze how companies approach marketing/strategy issues.

qera - Thanks, Stephen.

JuliaD - I read in a Net Impact publication that your "Consumer Behavior," a popular marketing elective, focused on sustainable consumption - the intersection of "green" and "brands". Has anyone taken this class? Did you find this accurate? Thanks.

**Stephen\_MBA Student** - JuliaD: Yes I've taken Consumer Behavior and yes, Professor Bamosey steers it towards a focus on "green". I enjoyed the class as it was a blend between marketing approaches and a bit of psychology.

JuliaD - Thanks, Stephen.

Puneet - Stephen, my questions deals with exactly that? I want to know what sets GTown apart when it comes to Marketing.

JP - Describe how the new facilities have helped?

**Amy\_MBA Student** - JP - the new facilities are great - we have more space to work in team rooms, the classrooms have state of the art technology and we're able to host companies much more easily. The administration and professors are also co-located so it's easy to get help when you need it.

GregZ - Amy-- I had an awesome experience at the Diversity event speaking to Brent Lowry (1st year).....should I put this in the "why Georgetown" essay, or would this be too corny?

**Amy\_MBA Student** - Greg - talking to current students is a great way to get a feel for the school. You can certainly mention the steps you've taken to learn about the program but I don't know if mentioning Brent specifically is necessary. Talking about what made your experience "awesome" would be a good approach.

Drew - current students: outside of clubs, what unique opportunities does McDonough offer to help students grow as leaders?

**Stephen\_MBA Student** - Drew: Georgetown does a great job with their residencies which are week-long programs that take place before/after modules. The leadership residency brought in world class speakers for 5 days in a row, combined with activities to identify your strengths and weaknesses. The integrative residency involves bringing in reps from companies and working on a case for them. the Marketing one worked with MillerCoors to address an issue they had.

Kelly Fraser - Hi everyone/Jamie - my question dovetails with Erin's above: is the process for attaining leadership positions the same for most of the clubs? I assume the competitiveness for the positions varies by club as well

**Jamie\_MBA Student** - Kelly, the process for leadership positions are pretty similar across the board. The nominees must first write a letter of intent and then must give a presentation on why they should be elected. The timing for leadership elections differ from club to club. The GMA is starting this week, while most other clubs have not started this early. The competition is strong. It is not hypercompetitive and there is no "I'm better than the other candidate." There's a much greater emphasis on team here at Georgetown than anywhere else. People want to run for these positions to help out within the MSB community.

Kelly Fraser - Ok great, thanks Jamie!

JP - How much interaction have you had with professors? Do they follow an open-door policy or does it vary by professor?

**Stephen\_MBA Student** - JP: You have tons of interaction with professors but the onus is on you to take initiative. Go talk to them during office hours, and before and after class. They want to help students; it's just up to us to reach out. Some professors go above and beyond, showing up at GMA events and even inviting students to their homes for events.

Noreen - Amy Stephen and Jaime - On a logistical note, how many hours do you commit to the GMA each week, and what are some tips for handling Georgetown's rigorous program with networking, other clubs, etc?

**Amy\_MBA Student** - Hi Noreen - I spend probably about 5 hours a week on the GMA but that's my choice - there are board positions that require much less of a time commitment and of course being a member, you get to choose which events, speakers and meetings you attend.

GregZ - Ok. Great.....another quick question. I've gone to visit two other great MBA programs. One thing I noticed is that an emphasis is placed on ethics-based education and included in the coursework. This was never even mentioned at the other schools. Can you speak to this?

GregZ - Sorry let me clarify.....the ethics WAS emphasized at Georgetown, heavily....not at the other two schools.

**Stephen\_MBA Student** - GregZ: As a Jesuit institution, ethics is paramount. It's a core principle that's taught at our residencies and we take two classes on ethics. There's a student-led ethics council where ethical violations are determined by your peers.

GregZ - That's what I was really impressed with.....something that is not focused on in a lot of other programs. With everything that's happened in business recently, this is huge to me. Thanks Stephen.

Drew - Current Students: Does the GMA prepare students for careers in strategy, or does the GSCG cover strategy careers?

**Jamie\_MBA Student** - Drew, the GMA is specific to marketing strategy, whereas the GSCG covers the more traditional strategy careers. However, there is some overlap. For instance, MarketBridge is a marketing consultant firm that draws on students interested in either Strategy or Marketing.

Annie - Amy, thanks for answering my question. I already have a marketing background and now I want to focus my career on social entrepreneurship. How could I seize the opportunities given at McDonough to seize that? Would you recommend McDonough or other school within Georgetown?

**Amy\_MBA Student** - Annie - McDonough will give you the business acumen you need to be successful in any business including social entrepreneurship. In my opinion, it's the most practical and very applicable to developing your career. However, given the time and money involved you owe it to yourself to investigate other graduate schools to pick what's right for you.

Annie - Thanks Amy!

qera - Dear current students. If there is someone who finished his internship successfully, would you notice the procedure (from job searching to take internship) briefly? And how the MSB help you take your responsibility in your intern position?

**Stephen\_MBA Student** - Qera: I was able to turn my experience over the summer into a full time offer. I would say that MSB did a great job preparing me to understand the marketing/strategy challenges I faced, and how to deal with the soft skills necessary to successfully do well in my position.

Erin - I'd also like to know, from career-switchers, if anything surprised you about your internship that you weren't expecting/prepared for?

**Amy\_MBA Student** - Erin - I completed my internship at Nestle and I learned a lot and was certainly challenged. No amount of coursework will remove any surprises but you're well prepared in your first year. Most importantly, you learn how to solve problems and think critically so you'll be able to tackle anything.

TotranNguyen - Are there opportunities to combine an interest in Marketing with other fields such as Consulting or Entrepreneurship?

**Jamie\_MBA Student** - You get to set your own career path. We are a General Management school, so there is no predetermined class track you have to take. A lot of people who go into other fields such as Strategy Consulting or Finance still take Marketing classes because of the quantitative skills and high level strategic thinking learned in those classes.

TotranNguyen - That's exciting.

GregZ - Would you say that the offers received by Georgetown students are focused more in the DC area, or are they geographically diverse? I have lived in the South Florida and SoCal areas, and I would probably give my left pinkie to return.

**Stephen\_MBA Student** - GregZ: In general, most of the placements are in DC/NY and the rest of the NE. However, marketing is a bit different since most companies are generally in the MW, with some in NY and the West Coast. As far as where you go, that's up to you. If you have a desire to get back to SoCal... you definitely need to take the initiative to reach out to the companies there early on.

severin - Is there are chance at Georgetown to get involved in volunteer-activities (community-service, building houses etc...,)?

**Amy\_MBA Student** - Hi Severin, There's a volunteer club focused completely on service but if that is your passion, it's very easy to form a group of students and get out there. Gtown also rewards students who complete 100 hours of service with a special commemoration at graduation.

CamilaS - I would like to know what are the most "popular "marketing classes.

**Jamie\_MBA Student** - Camila: Advanced Marketing Strategy, is a great class. Price/Value/Profitability is another popular one and there is also Marketing Segmentation and New Product Development. Any class with Professor Homa, winner of BusinessWeek's Best Professor award in 2000, is very popular.

Kelly Fraser - Could you all talk a bit about the recruitment process at G-Town for marketing - what were some of your biggest challenges (either to get an internship or a full-time position)?

**Stephen\_MBA Student** - Kelly: I'll be honest, recruiting at Georgetown for marketing, especially in this environment is challenging. It's not uncommon for schools that aren't core schools for companies (which in marketing are generally Midwest schools). We do have a good breadth of companies that come on campus (AMEX, Energizer-Playtex, L'Oreal, Pepsi, Toyota, Chevron, Wal-Mart) but we encourage our students to also go to career fairs.

**Stephen\_MBA Student** - Kelly: Sorry forgot the 2nd part of your question. The biggest challenges now are showing you are a good fit for companies. It's a tough market now and companies aren't as ready to take chances on career switchers. You need to demonstrate why you'd be an asset to them.

Kelly Fraser - Thanks Stephen!

JP - Can you name 1 great aspect about studying marketing at Georgetown and name something that you wish they would improve.

**Amy\_MBA Student** - JP - the best part is the people. While everyone says it, here it really rings true. Recruiters are impressed with the collaborative nature of our students - we help each other prep for interviews even if we're both applying for the same spot. We work together and we are all more successful as a result. One improvement might be to increase the number of companies that come on campus, especially companies from the west coast - international students might also hope to see more companies that will sponsor.

Erin - Thanks, Amy. Did you feel more or less prepared than students from other schools?

**Amy\_MBA Student** - Erin - Much more prepared! The curriculum here is tough, I'll be honest - especially in your first year. but you have all the help you need and you make it through. As a result, I felt I had a distinct advantage in my internship.

Erin - that's awesome, Amy. thanks for your insight!

EMCassidy - Hi all - I was wondering if anyone could speak to the retail/luxury goods opportunities (clubs, classes, etc.) at Georgetown? Thank you!

**Jamie\_MBA Student** - EMCassidy: I have a background as a Buyer for Macy's. We have a solid relationship with L'Oreal, who recruits on campus. In addition, we've also met with LVMH, which is an incredibly interesting company to work for. There are plenty of marketing classes which cover premium/luxury products and the necessary dynamics and strategies to make them successful, but there are no specific courses dedicated to luxury retail.

GregZ - Any of the students: At one of the other schools I visited, the most popular classes were subject to a "points and bidding" system....and from what I understand, the students were merciless about getting slots in the classes. I'd really like to hear that this doesn't exist at Georgetown. Do you feel that you can get into whatever classes you'd like?

**Stephen\_MBA Student** - GregZ: We do not have a points and bidding system. The administration is good about making the classes students want more available. Especially in marketing, where Professor Homa's classes are always in high demand (from both marketing and non-marketing people), enough sections are offered and he personally opens up the class, for students to take them. I can't promise you'll always get the class you want, but in my experience you generally get what you want.

GregZ - I was very impressed with the people! Probably the most of all the places I've visited. Very genuine and willing to help each other.

**Stephen\_MBA Student** - GregZ: actually just to clarify, you rank your class preferences, but that's different from a bidding system.

GregZ - Ok.

severin - thanks ami! has any of you done a global residency?

**Amy\_MBA Student** - Severin, Stephen and I are preparing for it now (we're both going to South Africa) - we travel in March. Conversations with the client have already started and the whole process is a real highlight of the program.

Noreen - Amy Stephen and Jaime - I am interested in having a marketing job in the media/entertainment industry. I know the Georgetown Media and Entertainment Alliance can help my internship search, but what resources does GMA have for getting an internship/job in the media industry?

**Amy\_MBA Student** - Noreen - you might want to email the admission ambassadors at georgetownmbavisit@georgetown.edu - they can put you in touch with GEMA who will be better equipped to answer your question than I.

Noreen - Thanks, Amy

Puneet - Amy/Stephen/Jamie, how difficult is it for an international student to get a Marketing job in DC/NY region? Do the companies apply the same set of rules to the international students as to the natives? Just curious.

**Stephen\_MBA Student** - Puneet: It's actually pretty difficult, that's the honest truth. Although I believe int'l students can work in the US during the summer, companies are looking to hire interns thinking they'll be good full-time candidates. As such, they generally don't give offers since they won't have to sponsor them. However, I will say Georgetown's done a great job placing int'l students in int'l marketing positions. My friends worked for J&J in Thailand and Taiwan last summer and Wal-Mart is hiring for international positions too.

Puneet - Thanks Stephen.

severin - thanks again Amy, that really sounds great! did you have multiple choices where you could go?

**Amy\_MBA Student** - Severin - The options this year are: South Africa, Shanghai, Vietnam, Prague and Brazil. It changes every year and yes, you get to pick!

EMCassidy - Thank you Jamie. When you say you met with LVMH, do you mean LVMH recruits on campus or LVMH visited campus for a presentation? Thanks!

**Jamie\_MBA Student** - EM Cassidy: We went to see Moet Hennessey during Marketing Trek last month.

EMCassidy - That's awesome. Thank you very much!

**Jamie\_MBA Student** - EMCassidy: Here at Georgetown we are a very close knit community that supports one another's goals. Some of my fellow students have helped me with my job search through their networks. Here at Georgetown, there are plenty of people who have been in the retail industry willing to help out.

TotranNguyen - I understand that there are opportunities to take classes at nearby schools, did any of you take that opportunity?

**Amy\_MBA Student** - Totran, none of us did and to be honest, your time is so swamped it would be tough. Plus, I think you'd be hard pressed to find something at an existing school that wasn't offered here. But sure, outside courses are also possibilities.

Drew - current students: sorry this got cut off earlier and I can't see the response... , Besides clubs, what unique experiences does McDonough offer to provide students the opportunity to grow as a leader?

**Stephen\_MBA Student** - Drew: leadership residency, integrative residency, both are week long.

Austin Song - Since McDonough is a general management school, would you say that it's rather difficult for the non-marketing background students to study the rigorous program that McDonough offers, in comparison to the students with the marketing background? How would you describe the background/experiences on your peers? would you say that majority of the marketing students are from similar background?

**Jamie\_MBA Student** - Austin: Non-marketing students and marketing students work similarly hard on the marketing courses. I would encourage all students to take marketing courses at MSB in order to get a well-rounded education. There are a lot of career enhancers and career switchers in my current marketing class and the ones who do the best are the ones that work the hardest to learn the frameworks. There are certainly those students who have Marketing backgrounds, but there are a lot of students who strive in marketing without any prior experience.

Austin Song - Thank you very much Jamie.

Chrome123 - Hello All. First of all thank you for taking time out of your busy schedules to have this chat. I was wondering if there were any cases of Non-international students being placed in marketing positions abroad.

**Amy\_MBA Student** - Chrome123 - That's rare because of the cost to the company and the visa requirements involved. However, there was a recent posting for an opportunity in London so it does exist. You have to be diligent about pursuing it though.

Chrome123 - Thanks Amy!

JP - I'm interested in the class for New Product Development. Have any of you taken it and can you describe your experience in that class?

**Amy\_MBA Student** - JP - That class was great. You basically develop a new product from conception to market launch plan. At its completion, some of the groups toyed with turning their ideas into an actual business. It's a very comprehensive overview of how to handle new product development which is useful.

Lauren - Do you find that most marketing MBA students at Georgetown lived in DC prior or moved to DC for Georgetown?

**Stephen\_MBA Student** - Lauren: I'd say marketing MBA students are from all over. Amy was from SoCal, I was from Seattle, and Jamie was from SF.

Alex - What consumer product goods companies routinely visit McDonough related to Brand and Product Management career track?

**Stephen\_MBA Student** - Alex: Energizer-Playtex, J&J, Pepsi are some that officially visit. However a lot more send representatives for marketing day such as Biersdorf, Campbell's, Nike, etc.)

Alex - Thank you, Stephen.

severin - does anyone of you have a focus on/ pursue a career in int'l business? if so, do you feel well prepared for doing so?

**Amy\_MBA Student** - Severin, DC is a great place for international business - we're seated at the hub of all of the global embassies for example. I would like to work overseas at some point and Gtown's global focus and international networks are great resources for that.

severin - sorry, for some reason I got kicked out.. I was asking about the prospects of students with a focus on international business. sorry if I missed the answer...!thank you!

JP - Can you describe a typical day?

**Jamie\_MBA Student** - JP: Here's my schedule today. Wake up: 9:00 am. Study/Read: 9:30-11:30. Chat with Prospective Students: 11:45-12:45. Class: 1:30-4:30. Work Out: 5:00-6:00. Study/Read/Hang Out/Dinner: 6:30-10:00. Bed: 11:30

Austin Song - Stephen, as mentioned in your comment, I noticed that Nike hired a first MSB student last year. What attracts the companies to come to McDonough? do you know if any of the current students reach out to their previous employers to visit McDonough?

**Stephen\_MBA Student** - Austin: It's generally driven by interest in the program and enthusiastic alums. As you probably know, Georgetown's been growing in stature over the past few years and companies understand that. I'm not sure if any current students reach out to previous employers but wouldn't be surprised if they did. I'd contact the career management office for more details.

JP -What key qualities do firms hiring for marketing positions look for?

**Amy\_MBA Student** - JP- They're looking for analytical ability, creativity, teamwork and leadership.

**Amy\_MBA Student** - Thank you all for attending! We have to wrap up but if you have a question that wasn't answered here feel free to email the MBA Ambassadors at [georgetownmbavisit@georgetown.edu](mailto:georgetownmbavisit@georgetown.edu)

**Stephen\_MBA Student** - Best of luck, everyone!