The Carlson School
Excellence in Marketing
Here.
Marketing at the Carlson School
Here is where the future of marketing is being built. As home to some of the nation’s premier marketing experts and resources, the Carlson School is a leading voice in research and innovation. Our marketing program benefits from a singular confluence of resources. We bring together world-renowned faculty conducting groundbreaking research, one of the nation’s top Fortune 500 business communities, and a rigorous curriculum emphasizing hands-on learning and international perspectives. Our students learn how to adapt to an ever-changing business world. And our graduates are the top leaders in corporate and academic marketing spheres.

At the Carlson School, we haven’t just established a tradition of marketing excellence. We’re building the future of marketing ingenuity.
Intellect breeds innovation; visionaries teach here

Carlson marketing faculty are trustees of the future of innovation. Their knowledge is tapped by their peers and today’s leading companies, and their groundbreaking research is opening new areas of exploration in the field. Our professors shape the conversations on current issues at leading international marketing organizations and serve on the editorial boards of preeminent journals. Their work is ranked among the world’s most influential. And their portfolio of original, cutting-edge research is the foundation of their singular reputation.

Groundbreaking research

Carlson marketing faculty are on the cutting-edge of research. In 2004-2005, 12 of their research papers were accepted for publication in premier journals—a concentration of research excellence nearly unheard of in academia.


Professor George John
George John studies the governance of relationships in distribution channels. “Customers have a lot to gain—and lose—from the relationships companies build with each other,” he says, “My research helps companies create the best inter-firm agreements.” His work has led to him being named among the top-50 most influential marketing scholars, according to a University of Missouri study.

John holds an MBA from the University of Illinois and a doctorate from Northwestern University. At the Carlson School, he teaches courses in marketing strategy, marketing channels, and internet marketing.

Professor Joan Meyers-Levy
Joan Meyers-Levy has spent her career understanding gender differences in information processing. “My work has enormous potential for marketing,” she says. “It opens up new methods and opportunities for companies to communicate better with customers.” In addition to achieving widespread interest in the media in outlets such as The New Yorker, National Public Radio, and Dateline NBC, her research has placed her among the top-50 most influential marketing scholars, according to a University of Missouri study.

Meyers-Levy has a masters of management and a doctorate from Northwestern University. At the Carlson School, she teaches courses in marketing communications and consumer behavior.

Assoc. Professor Rohini Ahluwalia
Rohini Ahluwalia is an expert on persuasion, negative messaging, and its influence on marketing. “During the 2004 presidential election we saw campaigns invest heavily in negative advertising,” she notes. “But those types of messages had very little effect on most voters.” Her work on political advertising has garnered coverage on National Public Radio, CBS, and Fox.

Ahluwalia has an MBA from Clarion University of Pennsylvania and a doctorate from The Ohio State University. At the Carlson School, she teaches courses in consumer behavior.

Assoc. Professor Rajesh Chandy
Rajesh Chandy studies innovation and technology management. “Small companies are reputed to be the most innovative,” he says. “But larger companies are actually more likely to develop technology breakthroughs.” His work has earned him a best article award from the American Marketing Association’s Journal of Marketing. He has also won the association’s award for early career contributions.

Chandy has an MBA from the University of Oklahoma and a doctorate from the University of Southern California. At the Carlson School, he teaches courses in technology marketing and marketing strategy.
The Carlson School is host to some of the world’s most sought-after marketing talent. Our home is in Minneapolis—which boasts one of the nation’s highest concentrations of *Fortune 500* headquarters and some of the world’s most-recognized brands. But our reach is global. Carlson marketing faculty have advised and consulted for a distinguished roster of corporations. Our students serve as key brand consultants through the Carlson School Enterprises. And we carefully arm our marketing graduates with the skills to help strengthen business their first day on the job.

**General Mills and the Carlson School**

General Mills—a consumer food products company based in Minneapolis—manufactures and markets some of the world’s best-known brands, including Betty Crocker, Cheerios, Green Giant, Häagen-Dasz, Pillsbury, Progresso, Wheaties, and Yoplait. General Mills is also one of the Carlson School’s leading corporate partners.

The decades-old partnership has been an asset to both organizations. General Mills executives speak in Carlson School classes, mentor students, and employ some of the school’s best graduates. Carlson faculty and students have provided essential marketing expertise and guidance to the company’s venerable brands.

“General Mills and the Carlson School build on each other’s excellence,” says Gayle Fuguitt, General Mills’ vice president of consumer insights. “Both are world-renowned organizations creating tremendous opportunities for each other.”
Carlson students become tomorrow’s leaders here

There’s a reason the best companies look to the Carlson School to hire top leaders: we educate today’s most qualified marketing professionals. Our alumni are at the helm of some of the world’s leading brands. And they’ve attained those heights using the depth and breadth of knowledge found in the Carlson marketing faculty. Our students are immersed in a hands-on curriculum, which includes the Carlson School Enterprises—the nation’s largest portfolio of MBA student-run businesses. They’re confronted with diverse global-learning opportunities. And they’re taught to be engaged, career-focused leaders.

**Julie Gilbert**

Julie Gilbert, ’93 BSB, ’99 MBA, developed a new product and its related business and marketing plans as a Carlson student. “We created a product called AlumaCool, which was a soda can that would automatically cool upon opening, eliminating the need for beverage refrigeration,” she recalls. The project turned out to be too absorbing to put down, and Gilbert put more into that marketing strategy class than any other.

Today, she’s a vice president at Best Buy Corporation. At the Carlson School, she learned the importance of keeping the customer at the heart of every business decision. And the hands-on learning experiences she had still influence her—in many ways. “I still have the entire business plan and prototype from my student project,” she says. “And I keep it in my office today.”

Carlson School alumni are found in all 50 states and in 68 countries. More than 30 percent of our students study overseas, and students come to the Carlson School from 61 countries.
### Rankings

Ranked 2nd in the nation for most influential in marketing research by the University of Missouri, 2003

Carlson School faculty are ranked 7th in research productivity by Academy of Management Journal, 2000

Ranked in the top 10 in the nation for percentage of full-time MBA students employed three months after graduation (91.9 percent), U.S. News & World Report, 2006

The Minneapolis area ranks 5th in the nation for the percentage of population with a bachelor’s degree or higher education.

### Key appointments and editorial boards

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<th>Professor</th>
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<td>Rohini Ahluwalia</td>
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<td>Deborah John</td>
<td>Journal of Consumer Psychology, editorial board</td>
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<td>Akshay Rao</td>
<td>Advances in Consumer Research, proceedings of Association for Consumer Research 2004 conference, co-editor</td>
<td>Professor</td>
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<td>Kathleen Vohs</td>
<td>Journal of Personality and Social Psychology, editorial board</td>
<td>Assistant Professor</td>
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### Minneapolis business community

Businesses based in the Minneapolis area include:
- 3M
- Best Buy
- Cargill
- Carlson Companies
- Ecolab
- Geek Squad
- General Mills
- GfK Custom Research
- Land O’Lakes
- Northwest Airlines
- Medtronic
- SuperValu
- Target Corporation
- UnitedHealth Group
- U.S. Bancorp
- Xcel Energy

### Faculty consulting

Selected consulting engagements by Carlson marketing faculty include:
- 3M
- Abbott Laboratories
- Ambrosetti (Italy)
- American Express
- Bayer
- Cargill
- Carlson Companies
- Disney
- GE Capital
- General Mills
- Mayo Clinic
- Motorola
- NutraSweet
- Prophet Brand Consulting
- Wells Fargo
Carlson marketing faculty

Associate Professor Robini Ahluwalia
PhD, The Ohio State University
- Persuasion
- Negative information effects in the marketplace
- Branding and advertising

Professor Mark Bergen
PhD, University of Minnesota
Carolyn I. Anderson Professorship in Business Education Excellence
- Channels of distribution
- Pricing
- Marketing strategy

Associate Professor Rajesh Chandy
PhD, University of Southern California
Carlson School Professor of Marketing
- Radical innovation
- Technology management
- Advertising strategy

Assistant Professor Tony Cui
PhD, University of Pennsylvania
- Competitive strategy
- Pricing
- Trade promotions
- Distribution channels
- Behavioral economics

Assistant Professor Yan Dong
PhD, University of Maryland
- Supply chain management and optimization
- Logistics and transportation
- E-business and technology
- Marketing channels

Assistant Professor Jane Ebert
PhD, Harvard University
- Decision-making
- Inter-temporal choice and temporal discounting

Associate Professor Robert Hansen
PhD, University of Wisconsin
- Developing marketing strategies for public sector services
- Measuring user satisfaction with transportation service

Professor Michael Houston
PhD, University of Illinois
Ecolab-Pierson M. Grievin Chair in International Marketing
Interim dean
Associate dean of international programs
- Cross-cultural issues
- Branding issues
- Consumer behavior
- International marketing

Professor Deborah Roedder John
PhD, Northwestern University
Curtis L. Carlson Chair in Marketing
- Children’s consumer behavior
- Consumer information processing
- Brand equity and brand extensions

Professor George John
PhD, Northwestern University
Pillsbury Co./Paul S. Gerot Chair in Marketing
- Marketing channels
- Industrial marketing
- High-technology markets

Professor Barbara Loken
PhD, University of Illinois
- Consumer behavior

Professor Joan Meyers-Levy
PhD, Northwestern University
- Marketing communications and persuasion
- Consumer information processing and psychology
- Gender differences in information processing

Assistant Professor Prokriti Mukherji
PhD, University of Southern California
- Pharmaceutical industry
- Innovation

Assistant Professor Om Narasimhan
PhD, University of Southern California
- Inter-organizational arrangements
- Competitive advantage

Professor Akshay Rao
PhD, Virginia Tech
General Mills Professor of Marketing
Marketing department chair
- Pricing
- Brand alliances
- Cross-cultural issues
- Judgment and decision-making

Professor Kenneth Roering
PhD, University of Iowa
- Market-driven new product development and commercialization
- Marketing strategy and planning
- Customer-inspired new product development
- Interpersonal and interorganizational relations
- Marketing strategy and priorities

Professor Robert Ruekert
PhD, University of Wisconsin
Associate dean of undergraduate programs
- Marketing strategy
- Marketing organization and implementation
- New product development processes
- Brand management

Assistant Professor Kathleen Vohs
PhD, Dartmouth College
- Self-regulation
- Impulsive spending
- Heterosexual sexual relations as predicted by economic principles
- Self-processes