We have impeccable credentials in the field of marketing, and we’ve been involved in the development of some of the field’s most enduring concepts, including the ubiquitous 4 Ps of marketing. We’re leading the charge in developing breakthrough ideas for the future. Our faculty are at the leading edge of their specialties, and we’re the go-to source for the latest thinking in consumer behavior, the management of technology and innovation, and global branding.

We’re also closely allied with the best of the business community. Our work has changed the way marketing is done worldwide. And, locally as well as nationally, we’re helping support the brands most revered by consumers: Best Buy, Kraft, Wells Fargo, Cisco, Target.

The confluence of resources found only here has helped make Carlson School marketing graduates some of the nation’s most sought after. We’re committed to remaining a leading innovator in the field, focused on developing rigorous and relevant perspectives that advance the field of marketing.
One of the definitive measures of the quality of our marketing faculty is the judgment of our peers. Carlson School marketing faculty are published in the world’s leading peer-reviewed journals where submissions undergo rigorous scrutiny for sound research methodology and impact on theory and practice. Twenty-five papers authored by Carlson School marketing faculty have been published in the top journals since 2006. No matter how you cut it, this is a remarkable level of original, cutting-edge scholarly productivity for a department of this size.

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Carlson School marketing faculty

Changing perceptions: Carlson faculty in the media

We believe that helping the public understand the role of marketing in their lives allows individuals to make better decisions and helps businesses secure their prosperity. Our faculty work to shape the public conversation about marketing by serving as expert sources for the media.

In the past year, Carlson marketing faculty and their research have been featured in some of the most well-respected media outlets, including:

- Professor Joan Meyers-Levy on the influence of ceiling height in the Wall Street Journal
- Assistant Professor Kathleen Vohs on self-control and consumers in the New York Times
- Professor Rajesh Chandy on innovation metrics in Forbes
- Professor Deborah Roedder John on how materialism develops in the young on Yahoo! Finance.

These appearances in the public eye not only build awareness of our faculty’s original research, they engender informed, responsible attitudes toward the field of marketing.

Assistant Professor Kathleen Vohs

Assistant Professor Kathleen Vohs’s research has shed new light on a ubiquitous topic: the influence of money. Setting out to learn if behavior could be affected by just the mere suggestion of money, Vohs has carried out several experiments in which subjects complete a task. One group completes the task near a monitor displaying images of money, while the other group carries out its work near a computer monitor that doesn’t hint at cash.

Vohs has shown that the group working in the presence of subtle reminders of cash is more likely to work harder and longer at its task, to work self-sufficiently, and to display goal-driven behaviors. “However,” says Vohs, “the same group is also less likely to help other people in need or be charitable.” The results don’t appear to be linked to subjects’ backgrounds, according to Vohs: “There are no differences in how people react to images of money based on gender, ethnicity, and socioeconomic factors.”

Vohs’s results, which were published in Science in 2006, have generated great interest from the business community and recently helped her garner a McKnight Land-Grant Professorship from the University of Minnesota.
Diane Harper
Kraft Foods

Native Minnesotan Diane Harper, vice president of customer and channel insights at Chicago-based Kraft Foods, joined the institute’s advisory board hoping to learn how the latest marketing principles could help her work connecting consumers to brands. After all, as a graduate of the Carlson School’s MBA program, it was only natural to look here for marketing expertise.

“Consumer-centric innovation is the key to growth in the food industry. Yet, with the ever-changing consumer and media environment it can be very challenging. Exposure to the latest research findings in consumer marketing helps me stay on the leading edge,” explains Harper.

Harper has been an integral part of the institute’s work linking theory and practice. This spring she appeared as a panel member providing insights about building business through improved relationships with customers at a conference co-hosted by the Carlson School and the Marketing Science Institute. “It’s exciting to work at the intersection of real-world experience and insightful, cutting-edge research expertise.”

Since our inception, the Carlson School’s Institute for Research in Marketing has built bridges between leading marketing practitioners and academic research.

Through an annual conference, an extensive web presence, and numerous meetings throughout the year, the institute provides new knowledge for marketing professionals to apply to their work. Additionally, the institute is committed to enhancing the quality of the student experience.

A select group of marketing leaders serve on the institute’s advisory board. They represent the finest marketing professionals in industry today. Their practical experience along with their companies’ interest in building the field of marketing are the foundation for their financial and intellectual contributions to the success of the institute. At the same time, the board members benefit from conversations with our faculty and with each other.

Academic representative to the advisory board
Robert Rustad
Professor, Associate Dean for Undergraduate Programs Marketing and Logistics Management

Institute for Research in Marketing advisory board

Sherman L. Black
Senior Vice President and General Manager, Executive Corporate Seagate Technology

Yveline Milly Callaway
Vice President, Center for Learning and Experimentation General Mills

Paul Egan
President and Managing Director GfK Custom Research

Diane Harper
Vice President, Customer and Channel Insights Kraft Foods

James S. Henney
Senior Vice President, Enterprise Marketing - Customer Insights Wells Fargo

Jim Hightower
Vice President of Marketing Services Target

Allianz Life Insurance Company of North America

Scott Lutz
Senior Vice President – Growth Best Buy

Bryan Mauch
Vice President, Market Research and Analysis Cisco

Devak Mahajan
Vice President, Enterprise Marketing Ecolab

Susan Parker
Chief Marketing Officer SUPERVALU

Jim Schroer
President and CEO Carlson Marketing

Will Scartl
Vice President, Innovation and Interactive Marketing Target

Academic representative to the advisory board
Robert Rustad
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Through the Institute for Research in Marketing, marketing academics and professionals meet throughout the year to exchange ideas and learn about the latest developments in the field. In March 2007, St. Paul mayor Chris Coleman and Minneapolis mayor R.T. Rybak were featured at the institute’s speaker series announcing a new initiative that applies cutting-edge marketing principles to city government.

The institute hosted a conference featuring leaders in brand science in June 2007. Co-hosted with the Cambridge, Mass.-based Marketing Science Institute the conference, titled Creating and Cultivating Brand Connections, featured presentations by academics from the Carlson School, Dartmouth College, Stanford University, and the University of Southern California, as well as industry representatives from several Fortune 500 firms.

In a first-of-its-kind agreement, the Institute for Research in Marketing is partnering with Harvard Business School Publishing to develop and publish a series of cases, available for use in classrooms around the world in 2008. The project is a response to the increasing demand from students and instructors for business cases that address contemporary issues.

Our faculty’s expertise and our access to a rich corporate environment made the Carlson School a natural choice for this partnership. The institute will develop cases on a host of topics reflecting faculty expertise and interest. Cases will include problems related to branding, pricing, private label, management of technology, and new product development, among others.
Britt Weber, ’02 MBA

Britt Weber came to the Carlson Full-Time MBA program after leaving a career working with industrial/organizational psychologists. “I wanted to further my understanding of marketing, and I knew of several good business schools I wanted to attend,” Weber says. She chose the Carlson School without regret. “It was one of the best decisions I ever made. The education was outstanding, and I have created a good network of peers and faculty, with whom I still keep in touch.”

In addition to the network she built, Weber left the Carlson School with exposure to local companies. Through an internship with Sun Country, countless in-class conversations with company executives, and strong career placement services, she built a deep understanding of marketing. This led to her current position as the global marketing manager in Medtronic’s neuromodulation business. “I have good tools in my toolbox as a result of the classes I took,” says Weber. “I think more strategically and less tactically.”

Abayomi Shonoiki, ’05 MBA

For the past two years, Abayomi Shonoiki, ’05 MBA, has been an associate brand manager for Huggies at Kimberly-Clark. He’s gathered customer insights, worked on developing new products, and improved packaging of current products in the line. The Carlson School equipped him well with a unique skill set for this work. “My background has always been marketing focused,” says Shonoiki. “In my work for Kimberly-Clark, I’ve been very externally focused on the market as a whole and what we’re trying to accomplish in terms of both consumer and customer objectives.”

Shonoiki believes that he is able to see both the big picture and its details, having gained an expansive perspective while working in the Carlson Brand Enterprise™, a fee-based, student-driven marketing consultancy. There he worked on a marketing plan for a company launching a silicon-based bakeware line. “It was a very broad-based project,” he says. “A lot of the work I’m doing now is similar to what I did back at the Carlson School.”
The company we keep

The marketing department at the Carlson School has a wealth of connections to the business community. Not only does our research benefit the corporate community, but our graduates are placed with global firms where they have a transformative influence on marketing practice. Even our students are helping deliver a new set of best practices as consultants in the Carlson School Enterprises, the nation’s largest group of MBA student-driven businesses.

Jim Hield
Cargill

“The impressive thing about the Carlson School is that there’s a lot more going on than meets the eye,” says Jim Hield, vice president of marketing services at Cargill and a member of the institute’s advisory board. “Before I joined the board, I wasn’t necessarily looking to the Carlson School for the latest marketing research. But now that I know it’s there, I’m much more likely to pay attention to what’s available.”

Hield’s group provides marketing consultancy services to Cargill’s many businesses, including research and analysis, strategy and planning, branding, and marketing communications. As a board member for the Institute for Research in Marketing, Hield has reinvigorated his own perspectives on marketing and recommended new approaches to clients.

The institute has supported connections between Cargill and the marketing community. Hield has been part of several institute-hosted events, including a forum with the mayors of Minneapolis and St. Paul to raise greater national awareness of the region and its business community and two branding symposia that brought together academic and business communities to link theory and practice and create networking opportunities.