

# WHERE THEORY MEETS PRACTICE

## Marketing for the 21st Century

### Building careers in brand management.

At Ohio State's Fisher College of Business, our marketing students are more than prepared to take on the leadership roles they've been offered from the nation's top-tier brand management companies. Our highly recruited MBAs join brand management teams from Nestlé, Procter & Gamble, Kimberly-Clark, Campbell's, Smucker's, and Scotts among others. Our students' involvement in current issues and real-world learning takes place in small classes and includes interaction and insights from influential marketing executives. Recent visitors include the founder of Sawtooth Software and executives from McKinsey, Procter & Gamble, Harley-Davidson, Nationwide, and Strategic Pricing Group.



Ida Abdalkhani (MBA '05), assistant brand manager, Procter & Gamble

"I learned from exciting marketing faculty who created real-world scenarios in the classroom by combining their research with hands-on knowledge. My Fisher experience has given me the perfect balance of analytic and creative ability in my role at Downy as I manage initiatives and learn from working with a team of varying experience levels and areas of expertise."

Brand managers Jeff Hoover (MBA '02), Cathy Lanning (MBA '04), and John Sass (MBA '05) apply skills learned at Fisher to manage various lawn care products within the Scotts company.





# FISHER

COLLEGE OF BUSINESS

Fisher College of Business  
Department of Marketing and Logistics  
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## Fisher marketing faculty deliver impact.

Much of the success of our marketing students stems from our renowned faculty whose research influences the content of the courses they teach and offers exposure to cutting-edge principles and methods. Fisher marketing professors publish in leading journals; they are recipients of international research and teaching awards; and they are frequent consultants with Fortune 500 companies, nonprofit organizations, and government agencies.

Their ability to transfer this active involvement into the classroom enriches the education of our marketing students. As a result, Fisher graduates are found in every corner of the globe leading brand initiatives at major corporations including the following:



[fisher.osu.edu/marketing](http://fisher.osu.edu/marketing)

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