CONSUMER PACKAGED GOODS

Examine the business practices of companies that have created the strongest brands in the world — products that have been household names for generations. These organizations are renowned for their marketing, management development, and breakthrough innovations.

What we ask of our industry partners

COME TO CAMPUS
Connect with students, both inside and outside the classroom.

LEAD CLASSROOM DISCUSSIONS
You play a vital role in our curriculum! You will facilitate multiple classroom discussions, providing expertise and information from current practices in your field.

DEVELOP PROJECTS
Have a business problem that needs some alternative solutions? This is a wonderful way to explore creative solutions to improve your business’s effectiveness.

How your company benefits

FIRST OF ITS KIND
The Clusters program, the first of its kind in the nation, is designed to help students dive into a specific industry and stand out in a crowded marketplace — while giving companies access to top talent and fresh perspectives on their most relevant business challenges.

YEAR-LONG FOCUS
C-suite executives and Fisher College of Business experts take high-achieving undergraduate students deep inside the industry of their choice for a full academic year. The result: a depth of material and live business experiences typically found at the graduate level.

SOUGHT-AFTER STUDENTS
Industry Clusters students are uniquely prepared to step out of the classroom and into the practice of business. To date, 72% of eligible Industry Clusters students have secured full-time internships or jobs with leading companies across the nation and around the world.