

THE MMM PROGRAM:

**MMM = MBA + MEM**

MANAGING PRODUCTS AND SERVICES  
FROM CONCEPT TO EXECUTION

The MMM Program is a two-year, dual-degree program offered by the Kellogg School of Management and the McCormick School of Engineering at Northwestern University.

If you are interested in learning a systems approach to leading a company, which integrates management, operations and design from concept to execution, plan to attend:

# MMM PROSPECTIVE STUDENT DAY

**Oct. 24, 2008**

Register online before **Oct. 14** at [kellogg.northwestern.edu/mmm](http://kellogg.northwestern.edu/mmm)

- + Visit MMM and Kellogg School classes
- + Meet with Professor Don Norman and Professor Sudhakar Deshmukh, current MMM Co-Directors
- + Learn about the MEM Design and Operations majors
- + Speak with students and alumni from the MMM program
- + Learn about the application process from an admissions officer
- + Receive priority to schedule an admissions interview on Friday or Saturday
- + Take a tour of the Donald P. Jacobs Center and the Ford Design Center
- + Attend the Kellogg School's weekly social event



**Kellogg**  
School of Management

Office of Admissions  
847.491.3308  
[kellogg.northwestern.edu](http://kellogg.northwestern.edu)  
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**McCormick**

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