Kellogg on Consumer Marketing Strategy

Past Participant Profile

Top Five Countries

- North America: 64%
- South America: 24%
- Europe: 6%
- Asia: 3%
- Australia: 1%

Top Five Industries

- Manufacturing: 27%
- Services: 24%
- Finance, Insurance, and Real Estate: 17%
- Retail Trade: 10%
- Wholesale Trade: 6%

Top Five Job Functions

- Marketing: 48%
- Sales: 7%
- Product Management: 6%
- General Management: 4%
- Business Development: 3%

Management Levels

- Middle: 40%
- Senior: 35%
- Top: 17%

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