

# What is Brand Management?

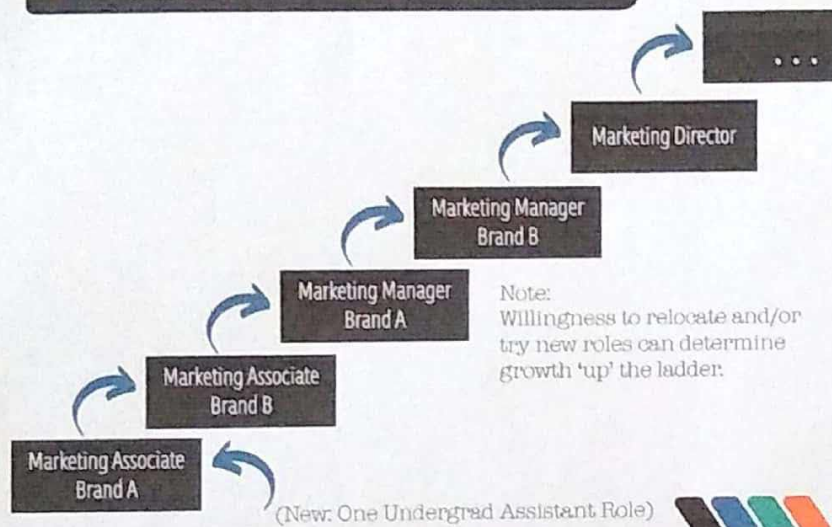
The Corporate Entrepreneur

Notes:



## Brand Management Path at Nestlé

Most National CPGs Have a Similar Path



## A Few Final Thoughts...

- Strategy or analytical undergrad focus is great for marketing
- Work experience / internships are key on your resume
- Most large CPG marketing roles are MBAs
- Choose a school with a strong alumni network (and WORK it!)
- Consider picking a college town/region where you may want to work after college (focus on lifestyle, opportunities & network)
- When/if it is time for an MBA, research which companies recruit at the schools you're interested in attending

Thanks!

Feel free to check my background on LinkedIn for reference:

[linkedin.com/in/nbanducci/](https://www.linkedin.com/in/nbanducci/)