

# MARKETING CAREERS AT PEPSICO



SEEKING LEADERS FOR THE WORLD'S LEADING BRANDS

On the PepsiCo Marketing team, you'll be given autonomy to lead, be a strategic visionary, and launch your creative ideas for our best-in-class brands.

## A MARKETING CAREER AT PEPSICO

### THE JOB

As a Marketing Associate Analyst you'll have fun, while also impacting data-driven decisions and collaborating cross-functionally. As a key member of the marketing team, you will have the opportunity to influence our brands, customers, and business strategies.

#### YOU

- BBA Degree
- Analytical rigor
- Minimum Cumulative GPA of 3.2
- Demonstrated leadership capabilities
- Creative + results-oriented

#### THE EXPERIENCE

During your career at PepsiCo, you'll have rotation opportunities to experience a variety of specialties, including:

- Innovation
- Brand Management
- Insights
- Media
- Shopper Marketing
- Food Service
- Sports Partnerships

## A MARKETING INTERNSHIP AT PEPSICO

### THE PROGRAM

10 week long project-based internships

Locations in New York, Chicago, or Dallas

**Real Projects:** Work on strategic problems based on actual PepsiCo business needs, culminating with presentation to leadership team

### THE OPPORTUNITIES

Executive speaker series

Charitable Events

Professional Development Events

Social Events

### SAMPLE PROJECTS

Craft a cross-functional strategy for a new national flavor

Determine brand positioning for a new healthy energy bar

Design a new loyalty program for consumers

Build a local activation media plan for the Superbowl

## SAMPLE CAREER PATHS

### Brittany McCormick

Associate Marketing Manager, Water and Strategy Innovation  
University of Michigan Ross School of Business, BBA, Class of 2015

**Commercial Team Analyst > Foodservice Innovation Analyst > Communications Sr. Analyst**

### Tom Stingelin

Director of Marketing, Bare Snacks  
University of Michigan, Ross School of Business, BBA, Class of 2010

**Core Brand > Innovation > dx / shopper marketing > eCommerce > Core Brands > Foodservice > GeneM&A / Bare Snacks Sr. Manager**