

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 an Associate Marketing Manager you'll lead high-impact marketing initiatives and collaborate cross-functionally. As a leader on our small and dynamic brand teams, you will lead the brand portfolio, business strategy and chart the course of future marketing launches.

YOU

-  MBA Degree
-  Analytical rigor
-  2+ years relevant work experience
-  Demonstrated leadership capabilities
-  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

-  Create a multicultural strategy
-  Evaluate Sports partnerships
-  Design an innovative wellness product
-  Self-launch a personalization platform for digital services

SAMPLE CAREER PATHS

Abby Schwartz

Quaker Oats Brand Manager
Georgetown Business School, Class of 2016

Sales Analytics and Budget Management > Brand Growth Strategies/Developing Integrated Marketing Communications Brief > Innovation Execution and Commercialization

Vandita Pandey

Bare Snacks General Manager
UC Berkeley Business School, Class of 2009

Core Brand > Customer Rotation > Strategy Growth Ventures > Media Analytics Insights > Portfolio Brand Multipack > Strategy Portfolio > General Manager