The Marketing Department’s First CEO Keynote Speaker:
Bruce Carbonari

On Monday, February 4, the Marketing Department hosted its first keynote speaker, Bruce Carbonari, retired CEO of Fortune Brands and BC alumnus. Over 125 students and several faculty members attended his lecture, entitled “Building a Business that Builds Brands,” in which he spoke about the various strategies and lessons he has learned from his many years in the industry. As CEO of Fortune Brands, he managed a diverse portfolio of products, from wine and spirits, to golf balls. A few of the most recognizable brands he developed include Jim Beam, Maker’s Mark, Sauza, Master Lock, and Titleist.

One of the key takeaways from his presentation was the importance of understanding customer interests and marketing specifically to consumers in different segments. Along with that idea comes the importance of recognizing shifts in taste.

Mr. Carbonari also offered advice to graduating seniors, that they seek opportunities that will give them broad exposure to many types of business, so they can discover what their passions are, and find a job that challenges them.

Prior to the lecture, Mr. Carbonari had dinner with a small group of marketing students to share insights and experiences in a more personal setting. Overall, the event was a great success, and the Marketing Department looks forward to hosting more lecturers in the future.

Leading Research

Professor Henrik Hagtvedt’s research is focused on experiential consumer behavior, including art, aesthetics, and luxury.

In a recent field experiment, he investigated consumer responses to artwork on wine labels. In the study, patrons of a bar were invited to participate in a taste test. The cover story given by the bartender was that they were trying some new wines that they were considering stocking. Unbeknownst to the patrons, the bottles all contained the same wine, but with different labels.

The labels featured one of two paintings, which depicted either diners drinking wine (good fit with the product category) or a woman and child playing with toys (poor fit with the product category). When pouring the wine, the bartender would sometimes note that it was a painting, and sometimes he would note that it depicted people. In the former case, the patrons evaluated the wine equivalently, regardless of which bottle it was poured from. In the latter case, they evaluated the wine less favorably if it was poured from a bottle with the ill-fitting wine label. Dr. Hagtvedt explains this effect as resulting from the processing of the image as either an artwork or an illustration. The difference in focus leads to a difference in product assessment, and even in taste experience. The study was documented in an article in Personality and Social Psychology Bulletin.

Forbes recently cited Dr. Hagtvedt’s work in another study analyzing how the language we use to describe our actions can affect our behavior. When dieting, for example, there is a significant psychological difference between saying “I can’t” and “I don’t” eat chocolate cake, and this concept of expressing a decision as a choice, instead of a restriction, can have a powerful effect on behavior in many situations. 

http://www.forbes.com/sites/heidigranthalvorson/2013/03/14/the-amazing-power-of-i-dont-vs-i-cant/?ss=forbeswoman
Meet Recent Graduate: Kat Brandenburg CSOM ’12
Assistant Account Executive, Mullen Advertising

Where do you work now?
I work at Mullen Advertising in Boston as an Assistant Account Executive in the Account Management Department.

What is a typical day for you at work?
A typical day at work involves staying on top of emails, calls, and meetings that revolve around any number of projects that could be happening at the time. The main role of an account manager is to manage the process between the agency and the client in producing creative work on time and on budget, so each day requires you to be on top of the status of projects and communicate with the various teams to make sure things are on track and to satisfaction.

What has been your most exciting project? What was your role?
The most exciting project I worked on was a New Business pitch. My role was to support the Account Director as they managed the pitch process internally with the creative team and externally with the perspective client. It was a great learning experience and I was grateful for the opportunity as a recent grad to see the agency-client process in its early stages.

What do you like most about your job?
What I like most about my job is the level of responsibility that is entrusted from the get-go, and the opportunity to work with fun and creative people. I look forward going to work everyday because it's a laid-back, collaborative work environment that I am consistently being challenged in and learning from.

How has BC helped you in your current job?
BC definitely prepared me to work in a professional and collaborative environment through all the coursework that required you to work in teams, do case studies and actively participate, which pays off in the workplace because you are more comfortable speaking up in meetings and working with people at different levels and disciplines.

Do you have any tips for soon to be graduates in regards to getting a job in marketing?
My advice is to play up your past experience and leverage any connections you may have. Apply to an array of companies that interest you and don't be afraid to take an internship or part-time gig if it means getting your foot in the door.

Clubs: Join the Marketing Academy!
One of BC's most active organizations, the Marketing Academy is open to all BC students. The goal is to educate students about career opportunities, assist them in training for a career, and introduce them to professional contacts in business. Programming including peer advising, the finishing school, and guest speakers are intended to expand the knowledge and skill of its members in not only marketing but in business as a whole. Club members are encouraged to find new and innovative ways to follow the Jesuit model and enrich their own lives and the lives of others.

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