



Strategic Product and Marketing Immersion (SPMI)

Bloomberg Businessweek's 2016 Job Skills Report asked 1,251 job recruiters at 547 companies which business schools are best at producing job-ready graduates. Johnson ranked #1 for Leadership Skills in Consumer Products.



Johnson
Cornell
SC Johnson College of Business



Strategic Product and Marketing Immersion (SPMI)

Immerse yourself in a business function to get the in-depth knowledge, skills, and experience you need to succeed. You'll join a select cohort of students with common interests, participate in live case studies at companies, hear from industry experts, train under world-class faculty, and apply your skill set to solve real problems for actual organizations.

Whether you're new to business, experienced but requiring deeper knowledge, or switching careers, this intensive, second-semester experience prepares you to succeed—in your summer internship and beyond. We guide you carefully to ensure you choose the right immersion for your goals.

Learn to decode consumer behavior and apply the resulting insights to develop relevant, effective marketing solutions for real client companies. You'll experience a unique deep dive into the marketing challenges faced by consumer product, high tech, and service companies.

Career paths. The Strategic Product and Marketing Immersion is for students aspiring to enter careers in brand management or product marketing, often leading to general management.

Key skills. Students learn to gather and analyze customer insights and use their findings to develop or inform business strategy.

Coursework. Core courses focus on strategic brand management and marketing research; students take one or two electives in a specific area of interest, such as management cases, accounting, or other marketing areas.

For-fee consulting engagement.

Student teams work on paid consulting engagements that have been carefully scoped and designed by immersion faculty and a real client company. This "externship" requires students to apply their classroom learning to an actual marketing challenge and deliver tangible marketing solutions to a major client (past clients have included Bayer Pharmaceuticals, Cisco, Hewlett-Packard, Johnson & Johnson, Microsoft, and Procter & Gamble).

SPMI students have received internships or full-time positions from employers including American Express, Colgate-Palmolive, General Mills, Johnson & Johnson, Mars, Procter & Gamble, S.C. Johnson, Unilever, Amazon, Hewlett-Packard, Microsoft, IBM, Deloitte, and McKinsey. Interns typically have the title of consultant, and graduates have become assistant brand managers or assistant product marketers in their full-time roles.



See how we
immerse
ourselves
in business.