



WISCONSIN MBA

Employer Briefing

From the Director



The Wisconsin MBA...it's working.

It's always gratifying to hear positive employer feedback on the quality of our students, and great to have salary and placement data that reflects that corporate America is pleased with the graduates of the Wisconsin MBA.

MBA salaries increased 11.5% this past year to \$82,917 and nearly 75% of our students received sign-on bonuses. Additionally, 95% of the class was employed within three months of graduation.

At Wisconsin, our students not only receive a great foundation of MBA core courses in general management, they go one step deeper and have unique specialized skills to offer organizations. Call me to find out more.

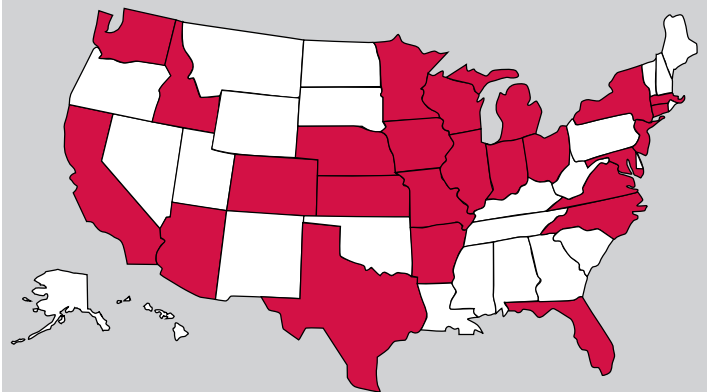
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Honors/Accolades

The Wisconsin MBA ranked 31st among all business schools in the United States in the most recent ranking by U.S. News and World Report. The school moved up six places to 25th in the regional category in this year's Wall Street Journal ranking.

- Harvard and Wisconsin tied in turning out the most S&P 500 CEOs in the U.S.
- Risk Management consistently ranks among the top three programs in the U.S.
- The A.C. Nielsen Center for Marketing Research offers the only MBA with a specialization in marketing research in the country.
- The Grainger Center for Supply Chain Management ranked #7 out of 100 SCM programs.
- The Center for Real Estate consistently ranks in the top three real estate programs in the country.
- The Applied Security Analysis Program was named a CFA Program Partner by the CFA Institute.

Hire Wisconsin MBAs



States where MBAs accepted employment in 2006

Class of 2006

Average Salary:
Median Salary
Average Sign-on Bonus:
% Receiving Sign-on Bonus:

Full-Time MBA

\$82,917
\$85,000
\$12,770
75%

Top Employers

Hires (Intern and FT)

Procter & Gamble	8
General Electric	7
Guidant, a Boston Scientific Company	6
Johnson & Johnson	6
Kraft Foods	6
Abbott Laboratories	4
General Mills	4
IBM	4
Nestlé	4
Best Buy	3
Heitman	3
Robert W. Baird & Co.	3
UBS	3

From Engineer to Brand Manager



Student Profile: Charles W. Rawls III —2nd-Year MBA

Charles W. Rawls III was working as a statistical quality engineer for the Bose Corporation in his native South Carolina. His work involved new product introductions, leading successful project teams in automotive, home entertainment and remanufactured products lines. Close to family, warm weather, career success. Still, he wanted more.

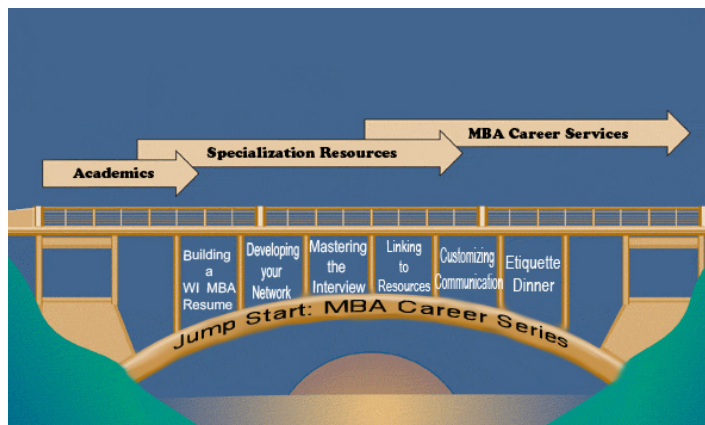
"I wanted the opportunity to be a business leader, not just be on the tactical side," Rawls recalled. He decided his ultimate goal was to reach a top leadership post in business by earning an MBA and working in brand and product management.

Picking the right MBA program wasn't easy. He was accepted by Michigan, Duke, University of Virginia and other top schools. He chose the Wisconsin MBA because of its Center for Brand and Product Management and the chance to earn his MBA at a place where he could "be a leader, instead of a number."

And what a leader he's been. In his first year in the Wisconsin MBA, Rawls was co-president of the Graduate Marketing Network, president of the Graduate Business Christian Fellowship and was on the first-place team in a Graduate Marketing Network case competition. He also had a major impact on diversity efforts in the Wisconsin MBA. Rawls is a Fellow of the Consortium for Graduate Study in Management, an equal opportunity graduate fellowship program for minorities. Rawls played a large role in recruiting six Consortium Fellows to the Center for Brand and Product Management for fall 2006.

Asked to describe his fellow Wisconsin MBA students in three words, Rawls thought for a minute and then said: "Inclusive, hardworking and balanced." He explained his choices this way: "The first thing I'd emphasize is inclusive. I'm from the south and I wondered what kind of reception I'd find in Wisconsin, but the students couldn't have been more welcoming. Hardworking because we are willing to do the job right no matter how long it takes. And balanced, because while we know how to work extra hard, we also know how to enjoy life."

Rawls took that approach in his summer internship as an assistant brand manager with Procter & Gamble in Cincinnati. Not surprisingly he had a blueprint laid out for that role, too. "I aimed to learn as much as I could about marketing on a corporate level, and go in with an open mind. Mainly, I wanted to continue the tradition Wisconsin MBA students have established of being among the very best."



Jump Start: MBA Career Series

Take three dedicated career professionals, add a volunteer core of MBA students, mix in faculty and staff for 13 industry specialization, and what do you get? Jump Start: MBA Career Series. The new series, which kicked off during the Wisconsin Experience (orientation), offers first-year students timely content, delivered in an interactive format in small groups led by an MBA Career Services team member. The foundational career training is designed to provide Wisconsin MBAs an edge in their career ambitions. The small group sessions are interactive and include:

- Building a Wisconsin MBA Resume
- Developing Your Network
- Mastering the Interview
- Linking to Resources
- Customizing Communication
- Etiquette Dinner

Profile: Class of	2007	2008
Class Size	112	121
Avg. work experience	4 years	3.6 years
Avg. GMAT	659	661
Women	35%	30%
International	22%	29%
Minority	7%	14%

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