



KILTS CENTER FOR MARKETING

Advancing Marketing
Theory and Practice
2020–21

December 2021



Who We Are

Founded in 1999, the mission of the James M. Kilts Center for Marketing consists of elevating the status of marketing at Chicago Booth among students, alumni, faculty, and the global business community by:

- Building awareness for and showcasing The Chicago Approach™ to marketing;
- Facilitating faculty and PhD student research;
- Creating programs and events that enhance the careers of students, alumni, and faculty;
- Cultivating a strong community of marketing students, alumni, faculty, and practitioners;
- Supporting innovations in the marketing curriculum; and
- Offering fellowships for MBA students.

Dear Booth Community Members,

Despite the adverse conditions of the pandemic, the Kilts Center was tremendously successful in its efforts to support researchers, students, alumni, and corporate partners. The following report summarizes our work this past year to support the center's mission: the promotion of the Chicago Booth Approach to Marketing.

As we rushed to adapt to a virtual environment, we discovered numerous opportunities to elicit the needs of our stakeholders and expand our programming. By leveraging digital communication platforms, the team took a more international approach to engage alumni and to secure speakers and panelists. The digital format also allowed us to reach an increasing number of non-Booth audience members and speakers.

In terms of new initiatives, we launched a program, Marketing for Good, to discuss strategies and tactics for marketers and general managers to catalyze positive change in society in ways that are aligned with their corporate mission and their commitment to stakeholders. On the research side, the center expanded its data partnerships and data offerings. On the teaching side, the center continued to support curricular innovations by securing sponsors for Booth's marketing lab courses.

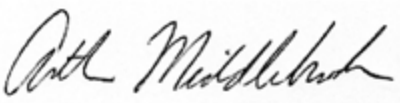
This banner year was a testament to the collaboration and hard work of the Kilts Center team. We are also extremely grateful for the invaluable and generous support from our alumni community. Looking forward, we hope to leverage our innovations in digital platforms to integrate our new programming into our regular offerings.



Jean-Pierre Dubé

Faculty Director, Kilts Center for Marketing

James M. Kilts Distinguished Service Professor of Marketing



Art Middlebrooks

Executive Director, Kilts Center for Marketing

Clinical Professor of Marketing



Katie Claussen Bell

Director and COO, Kilts Center for Marketing

Data Relationships and Research

The Kilts Center expanded existing research datasets, secured new data relationships, and broadly provided academics more information to support their research.

Currently, the Kilts Center houses research datasets including NielsenIQ Homescan Panel, NielsenIQ Retail Scanner, Numerator Omni-Channel Panel, Nielsen Ad Intel, TransUnion Consumer Credit, and Syndigo product data.

1,400 researchers from 199 academic institutions worldwide use Ad Intel data from Nielsen and consumer panel and retail scanner data from NielsenIQ.



The power of TV advertising has been considerably overstated.

Using Nielsen data, Bradley Shapiro, Associate Professor of Marketing and True North Faculty Scholar, and Günter Hitsch, Kilts Family Professor of Marketing, determine that television advertising is considerably less effective than the established research would have executives, marketers, and general audiences believe.

41 published book chapters or articles authored by marketing faculty appeared in, among others, *Marketing Science*, *Cognition*, the *Journal of Marketing*, the *Journal of the Association for Consumer Research*, and *Econometrica*.

20 years of TransUnion consumer credit data are now available to researchers, after extending the sample to include 2016 through the third quarter of 2021.

400 students from the Full-Time MBA, Evening MBA, and Weekend MBA Programs were exposed to NielsenIQ datasets in the Data-Driven Marketing and Data Science for Marketing Decision-Making courses.

Does mandatory health labeling lead to healthier choices?

Supported by NielsenIQ data, Sarah Moshary, Assistant Professor of Marketing and Robert King Steel Faculty Fellow, finds that there is potential for supply-side forces to amplify government policy in the war on obesity.



Events and Alumni Engagement

The Kilts Center hosts events and programming throughout the year, including presentations by alumni and senior executives. These events inform students about the critical role of marketing skills across industries, job functions, and geographies.



“While I come from a technical background and feel more affinity with the science side of marketing, it’s the art of marketing that drives business strategy and execution. I am eager to take my new knowledge to create technological platforms and solutions to better anticipate customer needs.”

Cynthia Lo

Weekend MBA Program Student
Class of 2021

8 CEOs spoke at Kilts Center events, including Ann Mukherjee, AB '87, MBA '94, of Pernod Ricard, and Brian Niccol, '05, of Chipotle, who discussed the changes in consumer behavior they witnessed during the early months of the pandemic and speculated on those that they expected to have a lasting impact at the Road to Economic Recovery event. The center also featured Scott Uzzell, '98, of Converse, who spoke on the “Marketing for Good: How Companies Respond to Black Lives Matter” panel.

25 groups, including professional and affiliation student-led groups, alumni groups, Booth departments, and research centers, partnered with the Kilts Center on various events.

50 events made up the Kilts Center’s programming this year. The center engaged more than 50 alumni to speak about their career journeys, trends, and issues facing marketers with students.



Events and Alumni Engagement

Continued



“The first thing that a firm should monitor is what they stand for as a brand ... what is happening with their employees, suppliers, and shareholders.”

Scott Uzzell, '98
President and CEO
Converse

New programming from the Kilts Center included the International Speaker Series, which highlights alumni who work internationally or whose work has an impact outside the US.

International alumni who participated include Sarita Singh, '07, former Director, Global Business Group, Southeast Asia and South Asia at Facebook; Jack Howell, '98, former CEO, Asia Pacific at Zurich Insurance; and Gap Kim, '13, Vice President, Marketing at Ripple.



560 guests attended the QME Rossi Seminars, a new virtual series of faculty research talks. These events welcome scholars from all over the world to hear researchers present their work.

100+ alumni attended the annual Marketing Summit to discuss the theme of “Long-Term Effects of COVID-19 for Marketers” and participated in wide-ranging discussions around the short-term changes they have already experienced and their expectations about long-term impact. The event featured numerous alumni speakers, including Sandy Stark, '95, Senior Vice President, Product, Starbucks.

The Booth Marketing Community

Through their courses, hands-on experience with data, and opportunities to write about their experiences, students are able to partake in a well-rounded journey and share their insights with prospects, students, and alumni. Booth enterprise channels and external press regularly tap marketing faculty to share their thought leadership. Alumni deepen their ties with the marketing community by paying it forward via sponsoring marketing lab courses.

“The New Products and Services Lab was incredibly relevant since I got to work alongside a Product Marketing Manager (PMM) team at Dropbox. During my internship at Instagram as a PMM, I conducted a competitive analysis with the goal of identifying opportunities for Instagram to differentiate its shoppable video experience.”

Erika Gomez

Full-Time MBA Program Student, Class of 2022



174 students in the Full-Time MBA, Evening MBA, and Weekend MBA Programs received hands-on experience solving real company problems and applying concepts learned in Digital Marketing Lab, Lab in Developing New Products and Services, and Algorithmic Marketing Lab. Of the 33 companies that sponsored a project, 31 were made possible by Booth alumni.

44 news outlets interviewed or featured research by our marketing faculty, including NPR, *Los Angeles Times*, *The Globe and Mail*, Bloomberg, NBC News, and *Business Insider*.

12 first-year, Full-Time MBA Program students received a Kilts Fellowship award. Fellows receive access to exclusive events with marketing faculty and alumni as well as an alumni mentor.



“[As a fellow], I am an ambassador on behalf of the marketing community to the wider Booth community. I connect with both prospective and current students all the time about marketing courses, marketing recruiting at Booth, and opportunities offered by the Kilts Center. I think it’s important for me to help continue to grow Booth’s reputation as a marketing powerhouse.”

Sade Onadiji, '20

Marketing Rotational Manager, Pfizer

Kilts Center Team

Art Middlebrooks

Clinical Professor of
Marketing and Kilts Center
Executive Director



Jean-Pierre Dubé

James M. Kilts Distinguished Service
Professor of Marketing, Kilts Center
Faculty Director, Research Fellow at the
NBER, and Academic Fellow at MSI



Katie Claussen Bell

Director and Chief
Operating Officer



Heather McGuire

Senior Associate Director,
Data Center Operations



Samreen Imami

Associate Director, Events



Maureen St George

Associate Director, Communications
and Marketing



Katelyn Ribant

Assistant Director

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Fiscal Year 2021 Donors

This list reflects gifts and pledge payments made to the Kilts Center between July 1, 2020 and June 30, 2021.

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\$10,000–\$99,999

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Goldman Sachs Philanthropy Fund
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Amit Kalley, '13 (XP-82)
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G. Scott Uzzell, '98, and Sunda Brown
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\$1–\$499

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