

EMC MARKETING DEVELOPMENT PROGRAM

Fuel your creativity.

YOUR FUTURE STARTS NOW AT EMC.

Embark on your career in Marketing with the EMC Marketing Development Program (MDP). EMC ranks among one of the ten most valuable technology companies. With approximately 48,000 employees worldwide, we are a global leader in Information Technology. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset—information—in a more agile, trusted and cost-efficient way.

Here, you'll have the unique opportunity to grow your skills as you help unleash the power of information for clients around the world. Most importantly, you'll learn the fundamentals needed to build the Marketing career of your dreams.

Our two-year rotational program will give you a broad understanding of the EMC marketing organization and valuable experience in:

- Social Media
- Field Marketing
- Advertising
- Product Marketing
- Public Relations
- Channel Marketing

The peer mentoring, networking opportunities, training and development courses you receive will be invaluable to you throughout the course of your career.

REQUIREMENTS

- Undergraduates with a business focus or other relevant coursework
- MBA grads with relevant pre-MBA work experience (marketing, product management, management consulting, business development, etc.)
- 3.2/3.5 GPA or better (undergraduate/graduate)
- Extracurricular activities
- Industry experience (over 5 years for MBAs)
- Internship and employment history

EMC²

TIMELINE

Recruiting for this program occurs in the fall of a student's senior year. To be considered, applications must be in before October 31.

POTENTIAL ROTATIONS

- eMarketing
- Advertising
- Creative, Sponsorship and Reference Marketing
- Campaigns
- Communications (Public Relations, Analyst Relations, Internal, Executive and Social Media)
- Events
- Field and Channel Marketing
- Customer Programs-Worldwide Executive Briefing Centers
- Marketing Planning and Operations
- Solutions Marketing
- Divisional Marketing

“The field of technology is a fast-paced, constantly evolving environment. In order to remain a leader in this highly competitive landscape, EMC thrives on new perspectives and innovative insights. The EMC MDP brings in some of the most versatile, talented, and well-rounded people that can be found graduating from undergrad and MBA programs. The Marketing Development Program provides its participants with everything that they need to excel in the workplace. It is designed to empower its participants so that they can make an immediate and lasting impact on the company and themselves.”

–Jeremy Burton, Executive Vice President and Chief Marketing Officer

“I would not be where I am today without the MDP. Through the program, I gained access to executives and other key influencers throughout the business and around the world. The MDP gave me all of the tools that I needed: networking opportunities, training on personal branding, and wide-ranging experience and skills that have proven to be valuable to me in my placement as a Marketing Program Manager for Europe, Middle East and Africa.”

–Philip Miller, 2010 MDP Graduate

Discover how your unique perspectives and innovative insights will empower you to make an immediate and lasting impact on EMC and on yourself. Learn more at www.emc.com/college.

EMC is an equal opportunity employer that values the strength diversity brings to the workplace.

The logo for EMC, consisting of the letters "EMC" in a bold, serif font, with a superscripted "2" to the right of the "C".