Consumer Innovation Scholars

The Consumer Innovation Consortium (CIC) is an academic-corporate partnership designed to disseminate cutting-edge consumer research knowledge to companies, develop new insights through research partnerships, and provide a new generation of uniquely trained business graduates able to combine strategic consumer behavior knowledge with innovative research techniques.

Each semester the CIC identifies three Scholars, selected from among enrolled MBA students participating in Consortium projects. The primary responsibility of the Scholars is to provide assistance to the operations of the CIC while participating in a research project. Scholars can expect to assist with the following activities:

- Setting up and running “power conferences” to educate partner companies on critical business issues (e.g. emergent pricing issues, generation-based segmentation, social media and UCG, consumer-centric new product development, sustainability)
- Managing MBA student teams, which provide partner companies with professor-guided research projects using new research techniques
- Helping maintain a website to provide partner companies and students with resources, including access to breaking news in consumer research, trends, and insights
- Assisting Poole College of Management marketing faculty with groundbreaking research projects
- Supporting the experiments run in the Consumer Behavior Lab

The CIC Fellowship of offered to full-time MBA students at the Poole College of Management at North Carolina State University. The fellowship provides:

- Full tuition coverage
- Health insurance
- A stipend of $12,000 per academic year

Each student is responsible for approximately $1300 per semester in student fees and will work no more than twenty hours per week. Consumer Innovation Scholars are also expected to commit to the Marketing Management concentration.

The Consumer Innovation Scholars must follow the guidelines outlined in the Graduate Student Support Plan Handbook for a traditional Graduate Assistantship position. They must also meet the academic requirements of the program by maintaining a 3.0 GPA and adhere to the Student Code of Conduct.
QUALIFICATIONS

Ideal candidates must be admitted to the MBA Program for full-time study, declare and act toward completion of the Marketing Management concentration, have a passion for Consumer Behavior research, and have a strong desire to interact with corporate executives and professionals in the fields related to marketing. Successful candidates will have demonstrated superior potential via a combination of undergraduate grades, GMAT/GRE scores, and other MBA application material. Candidates who have completed a semester of Consumer Behavior, participated in the Consumer Innovation Practicum at least once, OR can otherwise demonstrate strong knowledge and experience in Consumer Behavior are strongly preferred.

TO APPLY

Prospective Consumer Innovation Scholars should complete the form below and email it, along with a current resume, to Jen Arthur at jennifer_arthur@ncsu.edu by January 12, 2018.

The selection process will be highly competitive. Fellows will be selected on the basis of prior preparation, the application essay, and one or more faculty interviews and will be awarded by March 30, 2018.

The Consumer Innovation Scholars are selected for a single semester, with renewals based on the student’s performance as a Scholar, in the Consumer Innovation Practicum, and in the MBA program. The position can be occupied for up to, but not exceeding, four semesters.
Consumer Innovation Consortium Fellowship Application

Name:
Phone:
Email:

Have you participated in the CIP before?

Have you taken MBA 560 ("Consumer Behavior")?
If so, what grade did you earn?

Essay: (400 words) Why are you interested in the CIC Scholars opportunity? How do you think you will be able to contribute? What are you hoping to learn from this experience?