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Dear MBA Classes of 1999 and 2000 Illini Alum,

I hope all is going well for you personally and professionally in these past years. Things are going well here at the U of I. The new Dean and the new MBA Dean are working out well, and the students are even better than ever (though maybe not as wild and fun as your class was). On a personal note, I'm getting married to a fellow alumnus of yours, Jennifer (Jer-Yuan) Chao, in August. It all makes for a great summer.

This fall will be the 12<sup>th</sup> year I will have taught the core (401) marketing course. The course has evolved over the years (with the first 4 years being an embarrassment), and one of the things that's helped me improve the course is the feedback I've gotten from selected graduates. Every two years, I pick a small, semi-random set of alumni who I had in the Marketing 401 three to five years earlier, and I ask them some questions about the course, what they remember, what they liked, etc. This helps me change and tailor the course. It also gives me good (and inspiring or funny) stories to tell incoming students about what you've learned and about what they can expect.

I've included a stamped return envelope for the enclosed questionnaire. The more detail you can provide, the better. Also, if you'd prefer to type it as an e-mail, my address is [Wansink@uiuc.edu](mailto:Wansink@uiuc.edu). Also, if you're interested in some of the insights that others provide, send me a self addressed stamped envelope and I'll send you the anonymous results of what I've learned and how I'll change the course as a result.

Thanks again. Keep me posted about your adventures, and let me know if I can help you with anything. In addition, the Food and Brand Lab will be hosting a Marketing Alumni Reunion on the Friday before homecoming, starting at 3:00 in Room 50 of Wohlers Hall. If you're going to be in town, I hope to see you there.

All my best,



## Three-Years-Out Questionnaire MBA Classes of 1999 & 2000

Try to think back to the 401 Marketing Course we had together. What did you learn from that course that you have found useful since graduating?

Listed below are 14 of the class sessions that we had together when you were an MBA student. Please circle the 3 that were most useful to you, and cross-out the 3 that were least useful.

Break-even Analysis (Tiger Tread)  
Why You Buy (Customer Interview Assignment)  
Why Brands Die  
What Customers Really Want (Laddering Assignment)  
Market Segmentation (Vegemite)  
Consumer Prototyping (Miata and BMW cases)  
Contact Lenses for Chickens  
Marketing Research (Buying a Maine Interior Design Business)  
3M Model of Marketing Communication (Ad comparisons)  
Brand Equity & Intel Inside  
What Goes in a Marketing Plan?  
WWHP Case  
Integrative Assignment  
Last Class – Three things I have learned

What have you since learned on your job that would be a good topic for me to emphasize in the course. In other words, what did you not learn, that you wish you had been taught?



Looking back, what would have have done differently to get more out the MBA experience?

What is the one thing you know now that you wish someone had told you when you graduated?

Name, Company, and Address (Optional):<sup>1</sup>

*Sometimes graduates have anecdotes or stories that I can tell incoming students in 401 that help encourage them and make the class interesting. That is, you might have a story of how something you learned gave you an unexpected advantage or how it lead to a successful outcome. If you'd like to share something like this, jot it down on another piece of paper and include it in the envelope. If you don't mind me sharing your name, let me know.*

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<sup>1</sup> Please return to Professor Brian Wansink, 350 Wohlers Hall, University of Illinois, Champaign, IL 61820 (Wansink@uiuc.edu).