



Marketing Leadership Program (MLP)

Join Ford Today

Program Overview

The MLP is a rotational program designed to elevate Ford's strategic focus on marketing. It provides the opportunity to become a leader and influence the Company through challenging assignments that support Ford's purpose of building a better world, where every person is free to move and pursue their dreams.

Internship

We look for 1st year MBAs who can help address the company's most critical and complex marketing challenges. Throughout the summer, you'll work as a pair with another MBA intern on a compelling project in an agile and autonomous fashion. The internship culminates in a formal presentation to colleagues, including senior executives.

Full-Time Rotational

The full-time Marketing Leadership Program is comprised of three individualized 18 to 24-month rotations in high-profile marketing areas. Each strategic assignment provides marketing leaders with the skills and experience necessary to springboard their careers at Ford.

Interns and Full-time Hires Work in Areas Such As

- **Product Marketing:** Work with Design, Finance, and Engineering to guide initial product strategy and ensure the wants and needs of our target customers are addressed in product development, positioning, and market research.
- **Consumer Marketing:** Coordinate all marketing for retail and fleet products and new vehicle launches. Responsible for achieving sales, profit, and brand health targets, this team is involved in vehicle and option mix, pricing, manufacturing requirements, allocation and dealer training.
- **Marketing Communications:** Collaborate with agency and media partners. Define, develop and execute the communications strategy to create meaningful, effective content for TV, radio, print and digital environments.
- **Field Sales & Service:** In the field, Marketing Leaders gain insight into how dealers view the business and how consumers make purchase decisions. They collaborate with local teams to help improve the consumer retail experience and help dealers achieve their business goals.
- **Electric Vehicles & Autonomous Vehicles:** Be the voice of the customer in "Team Edison" or Ford's AV LLC, as our industry makes the shift to electric and autonomous vehicles. Collaborate with Design, Finance, Strategy, Operations, and Engineering to develop the go-to-market strategy for these exciting new products and mobility services.
- **Elective Areas:** No two paths in our program are the same. Working with your mentor and our HR partners, you can explore various areas of our business, including (but not limited to) Corporate Strategy, Global Data Insights & Analytics (GDIA), Customer Experience, and many more!

