The Knowledge@Wharton Network

Knowledge@Wharton is the online business analysis journal of the Wharton School of the University of Pennsylvania. The site captures relevant knowledge generated at Wharton – through research, conferences, published materials, interviews and more – and distributes it online to a global business audience of more than 1.7 million subscribers across 195 countries.
Since its launch in 1999, Knowledge@Wharton (K@W), the Wharton School’s award-winning online journal of business research and analysis, has evolved from a single website into a network of sites that provide cutting-edge knowledge to more than 1.7 million registered users in 195 countries. Recognized among its peers and outside experts as the premier online business school publication, K@W uses interactive media, including podcasts and videos, as well as mobile channels to engage its audience.

Knowledge@Wharton’s Global Network is expanding and produces more than nine million page views annually across the sites. The subscriber base of the K@W Global Network includes senior executives at Fortune Global 500 and Fortune U.S. 100 companies, among other high level managers, as well as leaders from government, academia and the media.

As of 2011, the K@W Network includes four regional editions: Universia Knowledge@Wharton, launched in January 2003, is published in Spanish, Portuguese and English; China Knowledge@Wharton, launched in March 2005, offers articles in simplified and traditional Chinese as well as English; India Knowledge@Wharton, published in English, was launched in November 2006. Arabic Knowledge@Wharton was launched in March 2010 in partnership with the Abu Dhabi-based Centre of Excellence for Applied Research & Training (CERT).

As part of its most recent effort to expand its international outreach in meaningful ways, K@W is launching Knowledge@Wharton High School (KWHS), Wharton’s dynamic new tool – the first of its kind from a business school – to promote financial literacy in the next generation.
The High School Audience

Knowledge@Wharton High School (KWHS), the newest addition to the K@W network, seeks to bring business knowledge to high school students — thus significantly expanding the network’s overall reach. KWHS will deliver unique and expert content designed to engage young people in the idea that business is not restricted to banking or consulting but is part of every endeavor — from sports, fashion and entertainment to health care, biotechnology and real estate.

Each issue will feature articles on such topics as finance, entrepreneurship, leadership, marketing, social responsibility, technology and career planning. It will include podcasts, video webcasts, text articles, a glossary of business terms and content customized for mobile online platforms. Initially, the site will be published in English and Spanish, with anticipated expansion into Arabic, Portuguese and Chinese.

Content will be written by a team of writers who understand this demographic group and are able to speak their language, engage them with stories that are immediately relevant and, thus, teach them important lessons about business and its significance in today’s world. Because the articles will be drawn from around the globe, the cultural learning benefits will be equally as significant.

Tools for Teachers

In addition to the content designed for students, teachers will also have the opportunity to access lesson plans, developed in conjunction with teachers and school administrators, on various business themes. For many teachers, offering a business and/or cultural component has become mandatory, even as school budgets are being cut. KWHS lesson plans will help teachers who are being asked to do more with less.

With more than 21 million children and young adults between the ages of 15 and 19 living in the United States and approximately 600 million worldwide, the potential audience for KWHS is vast and mostly untapped.
Distribution

KWHS offers a unique approach to distribution. First, KWHS can be accessed from the existing K@W global network of sites. Like all other versions of K@W, the high school site is free.

Second, broad outreach to the school districts in the top metro areas throughout the United States will serve as the launching pad for distribution.

Finally, K@W will partner with media companies and banking institutions, among other organizations, to promote this site as a way to teach today’s youth the importance and relevance of business.

Impact

Through this dynamic new tool — the first of its kind from a business school — Wharton will encourage financial literacy among the next generation and spark the interests of talented students throughout the world who otherwise might never have considered a career in business. Moreover, KWHS will strengthen the powerful brands of the Wharton School and the K@W network, and will further the School’s commitment to engaging business as a force for social progress.

Funding KWHS

Through KWHS, Wharton seeks to create a viable and sustainable program designed to offer substantive and ongoing knowledge to young people across the globe. The site has support from the Lauder CIBER program and also from private donors. But in order to fully realize the potential of this undertaking, the School is seeking additional financial support from donors as well as corporate sponsorships.

With proper funding, this first-ever business site designed exclusively for high school students will be able to create impact in a manner that will shape our leaders of tomorrow in the most comprehensive and cost-effective way possible. We hope you are as excited by this opportunity as we are, and that you will consider supporting what will become a valuable addition to knowledge throughout the world.

Sponsorship Opportunities

KWHS offers unique opportunities for companies that want to encourage the next generation of business leaders to learn about business as an innovative, socially responsible force that can change the world for the better. Positioning your company with KWHS will give you a direct line to this valuable, growing market.

KWHS covers issues that teens care about, using current news and information as an arena for learning. They can explore how their personal interests translate into the real world of business and how their ideas might be turned into actions.

Your company can gain a powerful advantage, exceptional visibility and access to a student audience that represents a huge consumer market whose buying power will only increase as the students get older.

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In addition to the benefits and visibility your company will receive through KWHS, your annual financial commitment allows your company to be recognized as a member of the Wharton Partnership. The Partnership provides member organizations with a single entry point to the School. Through productive, long-term relationships, the Partnership links members with both critical developments in business education and research and with the talents of Wharton’s graduate and undergraduate students.

Partner corporations and foundations provide the School with support for student and faculty research and curriculum development initiatives, insight into current business practices and issues, and annual financial support. Wharton Partners are invaluable to the School’s continued innovation in business knowledge and learning.

Through these mutually beneficial, multi-dimensional interactions, Wharton Partners are the most active, best informed and consistently visible organizations at the School. Advantages of being a Wharton Partner include (but are not limited to) access to the Corporate and Foundation Relations staff, increased visibility among the school’s global alumni network, and priority for on-campus recruitment.
Acknowledged Thought Leadership

“Wharton has an online journal (Knowledge@Wharton) that is the envy of every other school.”
—The Economist

“Knowledge@Wharton is The Wharton Business School’s hip answer to academic journals of financial record and one of the most successful efforts to market business education to a wider public.”
—Financial Times

“Knowledge@Wharton is the market leader with [1.7] million subscribers in 195 countries.”
—Times of London

“Knowledge@Wharton podcasts [are] among [the] top “must-listen-to podcasts for creative knowledge workers.”
—Fast Company
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