

W&M MARKETING INDUSTRY ROADMAP

This guide is meant to provide an overview of entry-level career paths with the immense marketing industry. This roadmap is meant to answer any burning questions you have about the marketing profession – what paths are available, what exciting classes are offered, and what organizations and opportunities should you partake in to advance your path to the marketing world.

Career Opportunities

Marketing is more than advertising and selling. Marketing includes everything from planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Different Career Paths Within Marketing

1. Marketing Rotation Programs

A company hires recent college graduates and during a set period of time (such as 18 months), the candidates experience rotations through different aspects of the industry (such as product management, corporate marketing and social media, each for 6 months). These programs are meant to hone skills and professional growth in the business world.

\$45,000-\$55,000

2. Sales

Accomplishes business development activities by researching and developing marketing opportunities and plans; implementing sales plans; managing staff. A sales analyst determines strategies and activities a company will use to sell its products.

Entry-level job: Sales analyst, \$35,000-\$60,000 + commission

3. Marketing Research

If you find yourself interested in the “whys” of marketing more than the “hows”, you may be happier in a marketing research role. Needless to say, marketing research can be a very quantitative discipline. However, it usually involves a good understanding of consumer behavior, and learning how and why people buy what they do. The trick is finding ways to use this information to sell more products.

Entry-level jobs: Assistant Market Research Analyst / Product Analyst, \$50,000-\$65,000

4. Advertising

If you thrive in an active, sometimes chaotic, environment, enjoy working with many different departments, and can multi-task with the best of them, advertising may be for you. There are many tracks within this sector; strategy, creative, and account management.

Entry-level job: Account Management, \$35,000-\$45,000

5. Media

The media department can often be the first stop on the young advertising exec’s career path. It provides a good overview of different advertising venues, from television and magazines to outdoor (billboards, bus stops, kiosks) and on-line. In this department, there are generally two functions: media planning and media buying. Media planners are responsible for spending their client’s media budget in an effective and efficient manner. Media buyers work closely with these different media outlets to negotiate the best advertising rates on behalf of their clients.

Entry-level job: Media Assistant, \$35,000-\$45,000

6. Public Relations

Whether it’s getting coverage in a national magazine or on a local talk show, public relations is about persuading public opinion. You must be able to write well (preferably in the Associated Press style, the standard writing style for the industry-check appendix for details) and manage your time effectively to meet ever-present deadlines.

Entry-level jobs: Communication Administrator / PR Assistant, \$30,000-\$40,000

7. Affiliate/Proprietary Marketing

If you’re working with a major brand company like Nike, Disney, Pepsi, or L’Oreal, chances are you’ll do a lot of cross-promotion, or “affiliate marketing.” Marketers must manage the relationship between any two entities. If Disney wants to promote the cartoon du jour with McDonalds, or Pepsi wants to make sure that all Six Flags theme parks have a Pepsi Ride, then marketers ensure both parties are getting what they need out of the deal and staying true to their own brand image.

Entry-level jobs: \$35,000-\$45,000

8. Shopper Marketing

This area of marketing is all about understanding how one's target consumers behave as shoppers, in different channels and formats. These marketers need to be able to gather this information and use it in a productive way as to use it to the benefit of all stakeholders, defined as brands, consumers, retailers and shoppers.

Entry-level job: Packaging Designer: \$35,000-\$50,000

9. High Tech Marketing

Many people choose to enter the world of high-tech marketing because they want to work with products and technologies that reshape and improve the world around us. These marketers feel that they would rather change the way a person interacts with the world in a sophisticated way than spend time understanding what hair color teenagers find most appealing. High tech marketers spend much of their time understanding research and development issues and working on new product launches.

Entry-level job: New product assistant, \$35,000-\$45,000

10. Marketing Consulting

Although most well known consulting firms are known for their expertise in general strategy, many consulting firms now hire industry or functional experts that focus on marketing issues. These firms need people with expertise in the areas of branding, market research, continuous relationship marketing, pricing strategy, and business-to-business marketing—they tend to hire people with previous marketing experience and value consultants who have been successful marketing managers and have lived through the full range of business issues from the inside.

Entry-level job: Customer relations management business analyst, \$45,000-\$55,000

11. Direct Marketing

Direct marketing truly means what it says: it is any marketing that is directed specifically to you. In industry terms, it is commonly referred to as 'one to one' marketing, whereas television, print, billboards, etc. are referred to as 'one to many.' Product marketers determine these criteria through demographics, psychographics and by using third-party customer databases.

Entry-level job: Direct marketing analyst, \$40,000-\$50,000

12. Brand Management/Product Marketing

Despite flexibility in career path development, there are clearly defined entry-level positions: marketing analyst (undergraduates), assistant brand manager (MBAs), or sales representative (undergraduates). The path from marketing analyst to assistant brand manager to brand manager is a progression from executing to developing strategy. Supporting a few brand managers or assistant brand managers, a marketing analyst must balance tasks to keep everybody smiling. You may work on one major brand (say, Diet Coke) or a group of smaller brands. Most of your work will involve poring through reams of data. Yes, you will have the opportunity to sit in on divisional meetings and strategy sessions, but the bulk of your work will be more "tactical," a euphemism for number crunching.

Entry-level job: Marketing analyst, \$45,000-\$60,000

Hours

When it comes to marketing, the hours vary greatly depending on the career path. Advertising hours fluctuate according to the amount of work but can be flexible. Marketing researchers usually work 9-5, but the hours can be longer due to deadlines. Public relations employees typically work between 40 and 50 hours per week.

EXPLORE MARKETING CAREER PATHS

Curriculum

Helpful Advanced Courses

- **The Psychology of Decision Making:** An examination and analysis of the cognitive factors that aid or hinder choosing alternative courses of action. The major emphasis will be on psychological processes underlying choice and judgment. Applications to business decisions and policymaking will be considered.
- **Global Marketing:** This course includes theories of and justifications for free trade, a study of environments across international markets (including the economic environments, the cultural environments, the political/regulatory environments, and the physical/geographic environments) and the practice of marketing including global marketing management for large, small and medium sized firms.
- **Advertising & Marketing Communications:** A study of the relationship of demand stimulation to business management. Development of an advertising campaign will emphasize the presentation of products to consumers through relevant media. Target market identification, situation analysis, promotional strategy and tactics, and evaluation within budgetary constraints will be stressed. An annual trip to The Martin Agency in Richmond, VA is offered through this class.

- **Customer Experience Management.** Specifically, this course identifies the key dimensions on which customer perceptions of service excellence are based, and describes strategies for offering superior customer service. Students who complete this course will not only have a better understanding of how customers evaluate service firms; they will also have a "tool kit" of ideas, measures and techniques to help improve service excellence.
- **Marketing and Society.** This course will emphasize social marketing and its use in for-profit and non-profit organizations. Topics will include social marketing, cause-related marketing and corporate-nonprofit partnerships that are designed to benefit society as well as improving the bottom line. This course will allow the students to develop and apply a set of frameworks to overcome challenges that are unique to social marketing such as invisible long-term benefits, negative demand and cultural misunderstanding and communication obstacles.
- **Design as Strategy.** This class applies the lens of design thinking to the issues of innovation and strategy within the context of the evolving global economy. Throughout the course, students will be exposed to real-world perspectives on design thinking, service design, operations, sustainability, management, leadership, entrepreneurship, and innovation.
- **Sustainability Inspired Design.** In this course, we'll explore the reasons behind this growing interest in sustainability, what sustainability means to consumers, and the opportunities it presents to companies that want to "do well while doing good". This course will also give students significant hands-on experience with the process of Design Thinking, including gaining insights from consumers, creative idea generation and concept evaluation – with a focus on innovative ideas that promote the principles of sustainability.

PREPARE FOR A MARKETING CAREER

Recruiting Timeline

Peak recruiting for marketing jobs and internships is spring semester. The timeline is so late because the amount companies' recruit depends on how much work there is. Ad agencies do not know the number of new employees they can take until the spring, because that number depends on how many accounts they have. These accounts are not static, and shrink or grow according to the markets.

Exceptions include large CPG (consumer packaged goods) companies, such as Colgate. These companies tend to recruit earlier, in the fall semester.

Resume Tips

- Emphasize teamwork, leadership, passion, and creativity.
- Scatter marketing terminology throughout your resume- "cross-functional teams," "customer needs," "strategic direction," "portfolio management," and "communications platform".
- Focus on results. If you led a cross-functional team through a budgetary process, quantify your results. (For example, "I saved the firm \$25,000.")
- Illustrate your love for consumer behavior.
- Focus on outcomes: It's not enough to tell them that you were responsible for developing integrated campaigns, or that you have designed websites before. You have to tell them how those things impacted your former employers.

Interview Help

Every company has a different interviewing style. Some companies will give you marketing "cases," and others will focus more on examples of your demonstrated leadership and accomplishments. Many companies will ask detailed questions about your resume.

Sample Behavioral/General Questions:

1. Give me an example of a product that is marketed well or poorly and why.
2. Tell me about a project that challenged your analytical and leadership skills.
3. Give me an example in which you managed multiple projects at one time.
4. Do you think image is important? Why?
5. How would you define creativity? Give an example of a time when you demonstrated creativity.

Wacky Questions

6. If an M&M could talk, what do you think it would say?
7. If you were designing a supermarket, how would you lay it out?
8. What qualities do you think make someone successful in business?

Case Interview Questions

9. If you grew Christmas trees, how would you increase your market share?
10. If you were the CEO and thinking of pruning our product line, what would you prune and why?
11. A new product is being introduced into the marketplace. What would you do to make sure that it gets a voice in the marketplace?

Programs to Practice Your Skills

1. NYC Marketing Immersion (Winter break)
This two-day trip, sponsored by the Cohen Career Center, gives students the opportunity to explore careers in marketing while networking with alumni. The Winter 2012 trip included visits to Saatchi & Saatchi, Edelman, Colgate-Palmolive, Kraft and MediaVest.
2. Mock Interviews (Ongoing)
Mock interviews are offered semi-annually through the Career Center, and they are conducted by employers, alumni, and/or executive partners.

CONNECT

Connect with Students, Alumni, and Companies

- Student Marketing Association (Ongoing)
SMA allows students with an interest in Marketing to learn more about the field and network with marketing professionals. Events held throughout the year include an all-day Marketing Symposium, speakers, networking with W&M marketing alumni, job/internship search workshops, and social outings. Students will have the opportunity to not only explore careers in marketing, but to also put their new marketing skills into practice and connect with important contacts in the field.
 - The SMA Blackboard website has access to alumni contacts
- Company Information Sessions (Ongoing)
During each recruiting cycle, various firms will hold on-campus information sessions with students. Students always ask, “Do I really need to go if I can all of the information on the website?” To this, we answer - YES! Information sessions are really about networking, learning more about the company and its culture, and connecting with alumni and recruiters.
- Marketing Symposium (Spring)
An annual opportunity for students interested in marketing, advertising, public relations, and related fields. This interactive symposium provides information on different pathways in these industries and networking opportunities with potential employers and contacts.
- LinkedIn (Ongoing)
The social network for professionals, LinkedIn helps you connect with alumni and professionals in career fields that interest you. Creating a profile can be a beneficial step towards networking with executives in a prospective career field.
- W&M Fall Career & Internship Fairs (Fall & Spring)
The Sherman & Gloria H. Cohen Career Center sponsors annual career fairs to give students a chance to connect and network with employers across a variety of fields. This is a great time to investigate internship and job opportunities and to explore different career paths.
- Executive Partners (Ongoing)
Imagine having a group of more than 100 senior business executives from more than 20 different industries supporting you. Active, semi-retired or retired, these are leaders who have been there, and done what you plan on doing. They are part of our community—they live here. They’re always available to work with you and provide guidance whenever you seek it out.

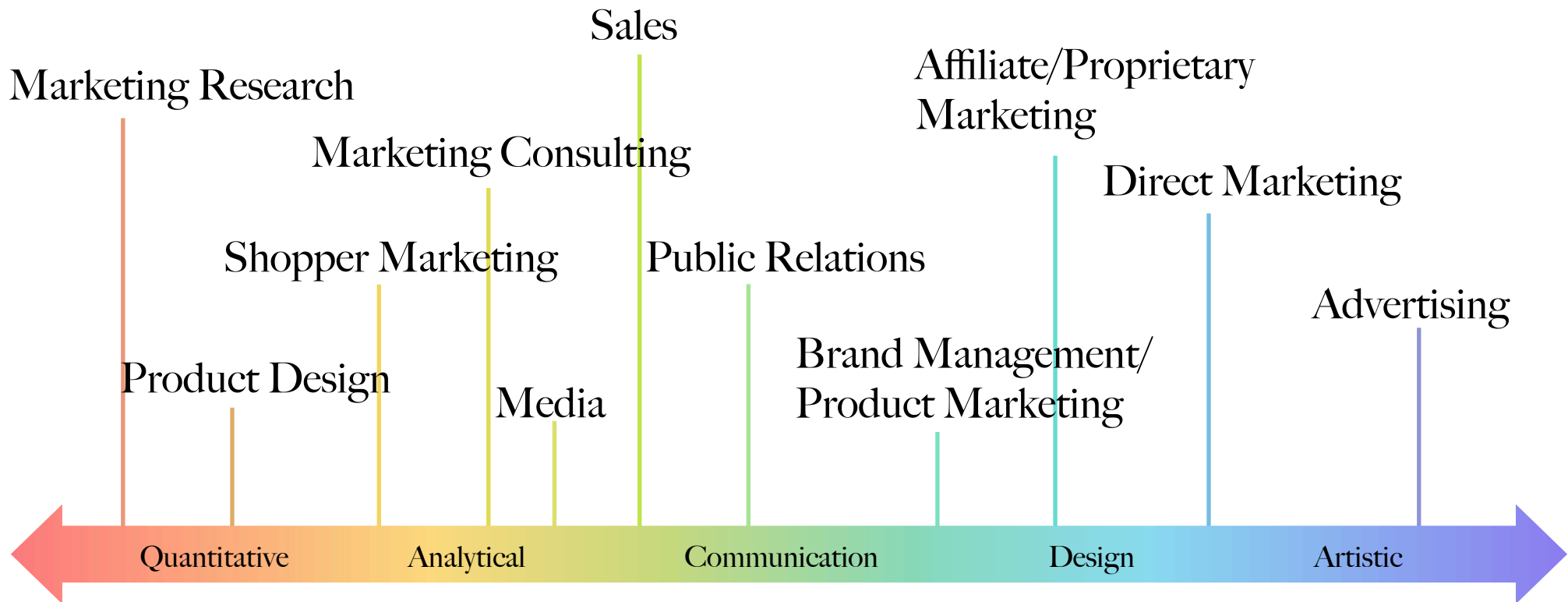
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Marketing Opportunities: The Right Fit For You



Marketing Career Prep

Campus Resources to Prepare for a Career in Marketing



Explore

Student Marketing Association

Marketing Industry Roadmap

Company Information Sessions

Alumni Informational Interviews

Prepare

Company Presentations

Coaching With Executive Partners

Mock Interviews

Internships

Connect

Student/Alumni Mentorship & Networking

Marketing Symposium

LinkedIn

Semi-Annual Career Fairs

NYC Marketing Immersion