

# Careers in Marketing

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Student Centered • Career Focused • Market Driven

## **Introduction**

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“Marketing” covers a wide variety of positions and career paths. By attending this workshop, you are taking a first step in figuring out where you fit into the wide world of possibilities available to you.

The following packet is a compilation of advice from recent alums, handouts and tips. The information is in no way comprehensive, but should provide you with a place to start in your exploration of careers in marketing/sales. Feel free to make an appointment at the Feld Career Center to talk in more depth about your individual interests, plans and job hunting strategies.

Good luck!

The Feld Career Center

## **Thank You!**

We wish to thank a number of SMG alumni who took time to provide their thoughts and insights for this packet.

SMG 2007	Cambridge University Press
SMG 2007	Oblicore
SMG 2006	
SMG 2005	Digitas
SMG 2007	L’Oreal
SMG 2006	Carat Fusion
SMG 2006	Proctor & Gamble
SMG 2007	Daratech
SMG 2006	Bonnier Corporation (formerly Time4Media)
SMG 2006	Travelzoo
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SMG 2006	

We couldn’t do it without you!

**What is your current position and how did you get there? What do you do on a daily basis? What does the 'typical' marketing assignment involve for an entry-level position?**

I'm currently an Associate Media Planner at Digitas. I got my first job at a traditional media planning agency and decided that online advertising was where the market was going. I applied for a job at Digitas since it is a leading online advertising agency in the industry and thought that it would be able to give me the best experience in the online world. On a daily basis I assist in the implementation and execution of online advertising campaigns as well as following up on anything that might come up during the campaign dates and finally the analysis of the campaign results. Media Coordinators are the typical entry level position in media planning. Their main function is to help the media planner and associate media planner with the implementation and execution of the campaign. They are very important in the "behind the scenes" of the campaign since they are responsible to make sure that nothing falls through the cracks with the details of the campaign.

SMG 2005/Digitas

Assistant Marketing Manager at Time4Media. I specifically work on partnerships for Motor Boating, Yachting and Salt Water Sportsman magazines. I applied through the Time Warner website. I work in partnerships- so typically I am on the phone or writing to partners to ensure the success of our promotions. I also work with our creative and legal team to make sure that the third party promotions look good and will not get Time Inc. into legal trouble. I also work on the operational aspect of magazine fulfillment- basically just make sure that when someone subscribes, they actually get the magazine that they want!

SMG 2006/Bonnier Corporation (formerly Time4Media)

Marketing Assistant at Cambridge University Press, found it on Yahoo! Hot Jobs. My tasks at entry level are very administrative, filing, data entry, making flyers.

SMG 2007/Cambridge University Press

I am a search engine marketing coordinator at an interactive online ad agency. I applied for it on craigslist and got the job a week after graduation. I tell everyone to check out craigslist.org for internships and jobs. There are a lot of little companies on there looking for recent grads or summer interns. [My position involves] monitoring accounts, reporting, making optimizations on client accounts and learning. Everyday I learn something new.

SMG 2006/Flying Point Media

I am currently the Programs Marketing Manager at Oblicore Inc. (a Service Level Management software company in Cambridge, MA). As the company is small and privately owned (about 100 employees worldwide), I am in charge of all worldwide marketing programs. That includes organizing and managing everything from monthly webinars (both internal and external), all events (trade shows, customer user groups), our telemarketing campaigns, and our CRM tools (such as Salesforce.com). I am headquartered in Cambridge, MA, but Oblicore has main operations in Belgium, France, Israel, Germany, and Australia.

Prior to Oblicore, I was the WorldWide Media Relations Manager of ManageSoft Corporation. I interned with the privately owned software company as a junior in the School of Management, was promoted to Marketing Assistant the summer before my senior year, and remained at the firm to be hired as a manager when I graduated in May of 2007. As the WorldWide Media Relations Manager, I wrote all of the company's press releases, product solution briefs and data sheets, and oversee all outgoing communications. I created our company's new website along with a graphic designer, and I maintained the site and perform all of the appropriate updates. In addition, I travelled throughout the country to our industry trade shows and meet with press at the shows and speak with customers regarding our products and opportunities. I was also in charge of our online media campaigns – featuring our company white papers or webcasts to generate qualified leads, and I did all of the list buying for other campaigns such as company webinars.

Allison Charbonneau SMG 2007/Oblicore

I currently work as an Analyst for Daratech, a market research and technology assessment firm. I saw a Daratech posting on a BU job board, sent in my resume and cover letter and started working on the same day my interview

was held. I started as an intern, was promoted to Associate Analyst after a week or two and am now an Analyst. My field of work is market research and consulting, which may be different from typical marketing jobs. Daily, I scan public financial statements and survey results to update our company data. I check my inbox for customer queries or assignments. Most of my work revolves around atypical assignments such as preparing a report, writing an analysis of some subject, or interviewing someone.

SMG 2007/Daratech

I am the Product Development Coordinator at Fresh, Inc. Fresh found my resume posted online at BostonWorks.com. I have had internships in the cosmetics and luxury product field, so they probably found my resume by searching for key words. I had three interviews and had to do a take home research, marketing project for product development where I was given ingredient information and dermatology studies and then had to write about new product concepts that could come from the information that I just had read about.

On a daily basis I do competitive studies of products that we are launching by looking at the market and what our competition is. I am in charge of the consumer testing database. With this database, I create questionnaires and consumers who are testing products give their feedback online. Then, I evaluate their comments and feedback on the new products that we are launching. I also make monthly industry summaries so that the company is kept abreast of the current events of the cosmetics industry. Besides the daily activities, I also register our products in the different worldwide markets such as Korea, Taiwan and Canada, so that our new products are able to go through customs easily. In addition, in the product development department I deal with day-to-day activities of project management for some of the products that we are in the process of launching

SMG 2006/Fresh

I am a Community Associate for Communispace Corporation in Watertown, MA. I was recruited at a marketing career fair in which I spoke with the senior recruiter about my background and how I could make a difference for their organization. The line I like to use best is "I create, manage, and facilitate private online communities for Fortune 1000 companies to enable them to interact with and listen to the voice of their consumers." I interact with and facilitate online forums of about 400 consumers for each client and help drive research activities. I help to moderate and create research that drives clients' tactical and strategic business issues. I would say my job is not typical of an entry-level marketing position.

SMG 2007/Communispace Corporation

L'Oreal Marketing Assistant- I interned there in college and managed to secure a full-time position. [I spend my time] analyzing competition, reviewing the budget, seeing where the company can take price increases.

SMG 2007/L'Oreal

I am an Associate with the Consulting Department at Decision Resources, an international market research and consulting firm specializing in the life sciences. The company held an info session at the School of Management last fall, which is where I first had the opportunity to engage in conversation with several of the recruiters (members of the consulting group) and ask questions regarding the position. Since I had concentrated in marketing and minored in biology, a position with a life sciences consulting firm appeared to be an ideal fit.

I applied for the position through e-Recruiting [now MiTRAC] immediately after the info session and eventually was contacted by one of the consultants for a preliminary phone screen full of analytical case questions. Once I had made it past the preliminary screen, the company called me back for two rounds of onsite interviews after which they extended an offer.

In general, consulting work is very project oriented and the daily tasks I perform will vary according to the nature and scope of the project(s) I am working on at that point in time. Speaking strictly from a market research perspective, my daily tasks may consist of anything from interviewing a Key Opinion Leader or physician in the field of interest to drafting up a forecast for a product in the pipeline. Research, both secondary and primary, is a key component of every project and everyone on the team, regardless of title and rank, will often spend several weeks collecting information before beginning the compilation of an interim or final deliverable.

All in all I would say that by the end of my first year, I will have had exposure to every aspect of a consulting project from start to finish.

SMG 2006/Decision Resources

Marketing Assistant at Travelzoo Inc. - I found the job posting online and applied.

I manage Travelzoo's search engine marketing campaigns. I review reports to ensure the campaigns are running at an optimal level and look into ways to improve the campaigns.

SMG 2006/Travelzoo Inc.

**Current position:** Assistant Brand Manager at Procter & Gamble (Singapore)

Before this I spent 2 years (including a 6-month long internship) at TRACS Inc., a Boston-based sports marketing and event management firm. My experience at TRACS grounded and prepared me for my current position because it gave me tons of firsthand experience, even as an intern. I worked on different events and marketing-related projects, including the 2006/07 Boston Marathons. My critical thinking, communication and leadership skills were also developed quickly because I managed and executed my own projects from start to finish and was given leadership roles and as much responsibility as I could handle, sometimes more.

**"Typical" marketing assignment (P&G):** As an Assistant Brand Manager for the brand X regional team consisting of 5 countries, I was immediately assigned ownership of 1 country and responsible for growing brand X in that particular country. In addition, brand X consisted of several product lines, or 'boutiques'; I was also assigned one boutique to manage and grow across all 5 countries. In order to meet/exceed marketing targets, I was to manage the implementation of various marketing initiatives and methods, for example advertising and public relations, working with a multi-functional team.

**What I do on a daily basis:** Team meetings, meetings with external vendors, strategic planning, landscape analysis, competitive analysis... of course the usual administrative things like emails, etc.

SMG 2006/ Procter & Gamble (Singapore)

Search Engine Marketing Associate, [at Carat Fusion. Got position through] Bima Career Fair, Monster.com

Search engine optimization: manage over 50 clients, develop four SEO recommendation reports a month, report monthly metrics for over 50 clients.

SMG 2006/Carat Fusion

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## **What do you like best about your position? What are the challenges?**

Learning. It is such a new field of marketing that everyday something new is happening. That is also the most challenging part, not having all the answers, because no one has them.

SMG 2006/Flying Point Media

I love the ability to help drive research strategy. I am actively involved in setting up activities and working with community members to understand the technology. My biggest challenge is working with different personalities, something SMG has helped me learn to cope with.

SMG 2007/Communispace Corporation

I love the fast-paced environment and the products that I am constantly involved in researching. I love the fact that I'm involved in marketing, but at the very initial beginning preliminary stages of product development. After all, it is the products that must be marketed. So we need to look at consumer interests and opinions and the market before developing anything. I also have an incredible manager who has helped me to ease into my position. It has been challenging to learn and understand all of the different processes and steps in bringing a product through to market, from the first ideation all the way through to testing the product and evaluating samples. Because there are so many contacts with each subcontractor we deal with and they are all so different it has been a challenge to keep track of everything. There was definitely a learning curve.

SMG 2006/Fresh

The best part of media planning is that you are constantly encouraged to think outside of the box. Online media planning is unique in that there are so many different ways that you can use websites as partners to promote your brand. It's no longer about putting a banner ad on a site where your target audience visits. You want to find new ways to engage visitors so that they interact with your brand. The main challenge is that typical online advertising can be ignored by users. When you visit a site, people are able to tune out normal banner ads. As an online advertiser you need to think of new ways to get our message seen by the users.

SMG 2005/Digitas

I like the freedom that comes with my position the best – I can come and go in the office as I please because my boss leaves it up to me to get my work done. But at the same time, the responsibility of big-time decision making that comes with my position would probably be my biggest challenge. My direct report is the Vice President of Marketing, so he is the only person generally assigning me tasks, and the only person who can approve MY work, as I approve all of the work of the regional marketing managers underneath me. Herein lies the problem: my boss is always traveling – my company is extremely geographically dispersed, and so is our customer base. Therefore, he's not around very much to approve things or give me advice. While I welcome any challenges, this can be very stressful for someone right out of college! The decisions I make effect the entire company, so I take my time and ask as many questions as I can while my boss is in the office. Also, while I can come and go as I please, I am also expected to field phone calls on my cell phone at 10pm to make changes to our website, etc....

SMG 2007/Oblicore

I get to work in a great company, with great people and I get the best of both worlds working on a P&G prestige/luxury brand as well, since I have always been interested in the luxury/lifestyle industries. At P&G, it's either up or out, which is great for me because that keeps me on my toes and it likely means that everyone I work with is highly motivated as well. The diversity as P&G Singapore is also AMAZING because it is the regional hub for marketing. I have colleagues from all across the globe, including India, Philippines, Thailand and Japan.

Some of the challenges include - constantly prioritizing and re-prioritizing throughout any given day, because things change fast and they change all the time. Also: constant learning whilst trying to accomplish a goal (much like in CORE where we take classes and learn the material while putting the business plan together).

SMG 2006/ Proctor & Gamble (Singapore)

I like the fast-paced environment and working with women. The beauty industry is very interesting. The long work hours are extremely challenging.

SMG 2007/L'Oreal

The best is the recommendations for SEO clients. Challenges are that I did not have much background in Search Engine Marketing since BU does not offer specific insight into that area.

SMG 2006/Carat Fusion

I appreciate that I am able to draw from my experiences at SMG by applying the skills I learned in my junior and senior years to many of my current projects. The greatest challenge that I face is being able to think strategically enough to craft a practical solution to a client's problem. For example, what are the factors that must be considered when determining the market opportunity for a product? The solution must be collectively exhaustive such that all factors have been taken into account.

SMG 2006/Decision Resources

I like that I am not micro-managed- that I am allowed to take control of my own projects and be creative. Challenges are learning all of the systems. Every company has their own language, software, databases. When you're not properly trained, it is a steep learning curve. There is also a lot of legal aspects of my job- especially working for a huge corp like Time Inc. I also have to keep on top of ABC rules (Audited Bureau of Circulation). They change their rules every 3 months- so it's very difficult to follow- especially when partnerships are evolving all of time!

SMG 2006/Bonnier Corporation (formerly Time4Media)

One of the largest benefits is interaction with the client's top management from day one. The challenge is that you have to have something intelligent to say.

SMG 2007/Daratech

I like the freedom I'm given to test new and innovative ideas. The challenge is managing my time efficiently so the most important items are completed.

SMG 2006/Travelzoo Inc.

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## **What courses/class subjects should students take to prepare themselves for a marketing career?**

I think the classes that MOST prepared me were the Marketing electives I took. I enrolled in the classes that gave us large team projects to complete over the course of the semester – a lot of outside field work – because I learn better by experience. The team projects really test your multi-tasking and people skills. Nothing could prepare me more than CORE... I was pretty much the “Marketing Department” of my CORE team, so I fulfilled all of the marketing functions and learned a lot that way.

SMG 2007/Oblicore

Consumer Behavior, Marketing Research and Internet Marketing

SMG 2006/Travelzoo Inc.

To prepare for a career as an analyst, one should take as many market research and statistics courses as possible.

SMG 2007/Daratech

Consumer behavior, Strategy and Policy, any marketing course!

SMG 2006/Bonnier Corporation (formerly Time4Media)

I found that I reference Consumer Behavior the most. It helps to know where the consumer is in the buying cycle. Also, there is a lot of math and Excel work involved so anything that forces you to use Excel.

SMG 2006/Flying Point Media

Product and brand management, advertising, if possible at BU any graphic design courses, having a focused minor also helps, my minor in Art history helped me get this job.

SMG 2007/Cambridge University Press

Classes that I found useful were Consumer Behavior and the Core Marketing. If you are particularly interested in media planning I would make sure to play a big role in the promotion plan of your project. The promotion plan that you create really helps you to understand and to get into the mindset of the way media planners think and come up with their strategy for online campaigns.

SMG 2005/Digitas

Core by far gives you a small glimpse of bringing a product through to market. In addition, Consumer Behavior was important. Also writing classes, such as Communications in Writing through COM helped to practice communications skills by writing succinctly.

SMG 2006/Fresh

Aside from CORE and knowing the basic marketing techniques, I highly recommend a course in sales (such as Vini's Sales Force and Distribution Management) as well as a good background in some liberal arts (sociology, psych, econ) to help liven up conversations. Also, while SMG stresses great presentation and time management skills, it wouldn't hurt to take a refresher class especially as you start to fall into the norms of a work week.

SMG 2007/Communispace Corporation

Not surprisingly, all the mandatory marketing courses such as the introductory marketing course for Core and Marketing Research have proven to be most useful. I would further recommend a course in marketing strategy if offered.

SMG 2006/Decision Resources

The required classes, MK 445 and 447 might seem a chore to some, but they actually serve as a good foundation for the basics of marketing and marketing research - getting to understand and know your customer and how to reach them.

Definitely take MK 463 - Customer Service Management - by Professor Roberta Clarke. She is an excellent educator and the semester project allows students to work with real businesses/corporations on customer service consulting. I have found the course concepts to be extremely applicable to my work life and business interactions with clients, especially working in a company that provides services to customers.

If you are interested in going into branding, look into taking the course on branding. Personally I did not take it when I was at SMG, but I am sure it will provide a great foundation.

SMG 2006/ Proctor & Gamble (Singapore)

Definitely all marketing classes that SMG offers, also for my position any computer classes are beneficial.

SMG 2006/Carat Fusion

All the marketing classes that are required come in handy for marketing jobs.

SMG 2007/L'Oreal

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### **What are some things students should consider or investigate when deciding what types of marketing or sales positions to pursue?**

1. "Marketing" is such a broad term. Figure out which parts of marketing you like - research, sales, advertising, branding, public relations, etc. If you are sure you know which area you want to dive into, GO FOR IT and be focused. Don't waste time interviewing for positions that do not lead you down your chosen path. If you don't, talk to others in the field, read books, search the internet and find out more.
2. Network and talk to professionals in the field - find out what they do, what they like/dislike about their jobs. In my experience, people are more often than not willing to share their experiences and successes with you.
3. Every company needs to market/promote its product or service; you don't necessarily have to work in an agency. Check out the marketing departments of other large companies.
4. Never be afraid to roll up your sleeves to get the job done. This applies to any job, not just marketing!
5. Marketing isn't just for the ladies - it may be a trend, but not across the board. Make sure you choose your career carefully and examine your priorities in a career - whether you choose for passion, short-term monetary gain or long-term development. If there is a way for you to combine all your goals, that's great!
6. Even if a position is categorized under "Marketing," the job scope will require numerical analysis (trend analysis, forecasts, actual volume/sales etc.) and an understanding of all aspects of the product/service you are trying to market. For example, if your retailers are not receiving their ordered products on time, it is your responsibility to find out what is wrong on the supply/operations side and how it can be resolved (you may not necessarily have to be the one to resolve it) because ultimately it is your product you are trying to sell!

SMG 2006/ Proctor & Gamble (Singapore)

For sales positions, you have to have a certain type of personality. I knew that I wasn't cut out for a sales position because I'm not that outgoing or persistent when people say no!

SMG 2006/Bonnier Corporation (formerly Time4Media)

I NEVER in a million years thought I'd end up in the information technology business!! But it's worked out great so far, and the industry is so dynamic that while I am not personally interested in software, the industry and need is bigger than I can wrap my head around. There is always so much going on that it's hard to stay bored. I got the idea during my Information Systems class, which was part of the CORE curriculum. The trick is to keep an open mind and let your environment inspire you... you may not love a class you're taking, but it may give you ideas!

SMG 2007/Oblicore

There are a lot of new areas of marketing out there that we do not learn about in school. For example, search engine marketing, and mobile marketing. Students should look beyond traditional jobs that are very well known and look for more Internet based jobs.

SMG 2006/Flying Point Media

Consider how much you like interacting with people, your interest/ability to work with numbers, interest in designs/creative.

SMG 2007/Cambridge University Press

Follow your passion and the money will come later. It is just a fact that you won't be making \$80k working marketing (okay, maybe in sales) entry-level positions. I found of my friends and myself the ones that are most happy are the ones that enjoy the subject matter, product, or cause they are working for. Make sure you understand the environment that you are going to work for very well (take a day to observe it/job shadow someone), try and find people to take out to lunch to talk about what really goes on in the office because you won't find out on the interview.

SMG 2007/Communispace Corporation

What type of job environment do you want, how far away do you want to live from your job, what type of hours are you looking for, what type of person is found in the industry in which you work, do you want to be involved with products or services

SMG 2006/Fresh

- Do you like numbers (by this, I don't mean complicated calculations, but whether you enjoy numerical analysis)? Are you skeptical when told that more salsa than ketchup is sold in the US? If so, look into analytical positions.
- Do you want to work on the client or agency side?

SMG 2007/Daratech

Consider the industry. Try to land a position with a company in an industry that you are truly passionate about because chances are, you will have to stay on top industry news, and this is a lot easier when you actually have an interest in what you are reading. This is especially true of sales, where you must be confident and convincing; having an interest in the product/service you are selling makes the client interaction part a lot easier.

SMG 2006/Decision Resources

Figure out what you like most about marketing. Do you like the strategy behind things or do you like the planning part or are you more of people person and you like to sell products. Understanding what you like most when you're taking marketing classes will help you find a job that will be the most satisfying for you.

SMG 2005/Digitas

I would stress students to participate in internships while at school. I would never have gotten into the field that I'm in (Online Marketing) had it not been for my internships. It also helps expose you to various aspects of the field so you can pin-point what interests you most.

SMG 2006/Travelzoo Inc.

What kind of clients they are interested in. The job is made a lot easier if you are interested in what your clients are trying to sell.

## **What is the entry-level marketing job search timeline? When should students begin to investigate the field?**

Even though I did not get my job until the very beginning of May, I still think it is always a good idea to start looking early. Usually marketing jobs do not start popping up until later, but it's always good to be aware of what is out there and know what the opportunities may be.

SMG 2006/Fresh

I started applying for jobs as early as Jan and got responses saying that I was too early for marketing/advertising and that I should try back in May. However, I really didn't want to wait, so I kept applying and finally started getting interviews in April. I would definitely start sooner rather than later- because the interview process took about 2 months for some jobs.

SMG 2006/Bonnier Corporation (formerly Time4Media)

As early as possible. Marketing jobs don't adhere to a schedule so start looking months before graduation.

SMG 2007/Daratech

I started in the fall. Look for what kinds of positions are out there. I would recommend applying starting in April and do not get discouraged if you not have a position lined up at graduation. I got called for my interview at my current job the day after graduation. Just keep submitting resumes.

SMG 2006/Flying Point Media

I began searching for a job right when my summer internship ended. I wouldn't waste any time. Searching during the summer will prove to be helpful because once school starts you get extremely busy. I actually got my job in September but I think marketing jobs actually interview late fall early spring.

SMG 2007/L'Oreal

It is not necessary to look for a job until after graduation. Most jobs in marketing need to be filled immediately so they will not wait for you to graduate college. After graduation I started sending out resumes, contacting anyone I knew who worked in marketing and I found a job within three months. Enjoy the time off.

SMG 2007/Cambridge University Press

Hopefully, marketing students will have begun their search for full-time positions as soon as they have begun their search for internships. Companies will often extend offers to interns who have demonstrated excellent performance over the course of their temporary employment. Otherwise, I would recommend beginning at least one year in advance by attending any career fairs held in Boston and as many networking events as possible.

SMG 2006/Decision Resources

Depending on the job market, I would give it around 3 months or so. Don't be discouraged if you don't find things right away.

SMG 2005/Digitas

Be proactive and start the search as soon as you become interested in a field. The more experience you have under your belt, the more desirable a candidate you are to the working world. You need to set yourself apart from other candidates. It doesn't matter if your internship doesn't exactly float your boat right now – sometimes you need to learn what you don't like to realize your actual interests. And who knows – your junior year internship could lead to your first real job. It happened to me, and it happened to a lot of my friends.

SMG 2007/ Oblicore

"Oh, no, it's November and I don't have a job yet, but all of my friends in Finance do..." I remember uttering that phrase several times (maybe not as cornily) but then I realized it was hopeless marketing jobs recruit on an as needed basis. So if you want to work in June, you start looking in May. That's not to say you shouldn't start doing things in March or April. In fact, in February, start contacting people in your network (the one you should have been establishing for four years) and asking them out to lunch or coffee, get a sense of what they do. DON'T ASK THEM FOR A JOB. Instead bring up things that interest you and they'll remember you when the time comes or if they hear something. Then as you get closer to your search, start letting them know that you've been looking for jobs and ask them for advice (they might just ask you to come in).

SMG 2007/Communispace Corporation

I began investigating in March and interviewing in April. It can be difficult to interview too far before graduation since I've found that many job postings are for immediate hire. It does however help you practice your interviewing skills.

SMG 2006/Travelzoo Inc.

There really isn't a fixed marketing job search timeline - most companies will recruit heavily during the graduation period (April - June) but always keep an eye out during the rest of the year for positions. So don't be too stressed out if your other friends have already landed jobs in other industries because it's like comparing apples and oranges. Find out about the companies in advance, but apply nearer the date when you're ready to start because marketing companies, especially agencies (advertising, PR, etc.), typically hire on demand. I landed my position at P&G in late October, which I have been told isn't the company's regular recruiting season.

SMG 2006/ Proctor & Gamble (Singapore)

I began researching in March/April for companies I was interested in, but did not start sending out my resume until May since Marketing companies usually want to hire you right away.

SMG 2006/Carat Fusion

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## **How can students find internships in the marketing field? Are internships in marketing necessary to land a job after graduation?**

I think researching local firms is important. Many agencies have internship programs available and the career center at B.U. is a great help. I think internships are DEFINITELY important to landing a job post-graduation.

SMG 2006/Travelzoo Inc.

Like all other industries, it is important and advantageous to have prior internship experience. Students can find internships via career fairs through their schools, word of mouth, or typically on the companies' career websites. If you have contacts through networking, make use of them! And don't forget to ask what your friends' parents do - they might just be in positions to help you.

SMG 2006/ Proctor & Gamble (Singapore)

I hate to say it but it seems the preferred way to get a marketing internship (at least in Boston) is nepotism. It's all about who you know and who they know (especially professors). It is really hard to just apply through HR because your resume constantly falls to the bottom of the pile in favor of those who were submitted by employee referrals. I would say it's not necessary but definitely makes you stand out if you have a RELEVANT internship on your resume.

SMG 2007/Communispace Corporation

There are several websites out there that are dedicated to just college internships. You can also go to SMG Career Services to help you find these internship sites. I found that a summer or even semester internships were very helpful. Not only will you have academic experience but you also have a working knowledge of the things that you have learned in school and applied it to the real world. You will also have more concrete examples of how you would be a good candidate for a position when you are interviewing.

SMG 2005/Digitas

Internship are not necessary but extremely helpful. They allow the student to understand what kinds of field they want to go into/or don't want to go into. Although it is not imperative to have an internship, most jobs will look highly upon your past experience.

SMG 2006/Carat Fusion

I wouldn't say internships are NECESSARY in the marketing field, but they are highly recommended. I found my internship by searching the job listings on Craig's List. However, a lot of my SMG friends and recent grads found their current positions from attending the networking events that SMG holds, or by networking with friends who graduated in years prior.

SMG 2007/ Oblicore

Network- use the BU alumni center. Studying abroad and doing an internship in Australia definitely helped me land my first job!

SMG 2006/Bonnier Corporation (formerly Time4Media)

I found one on craigslist again. A lot of people do not know about this site, but is in every major city and I have always had luck. An internship is always a good thing to have on a resume, but having any kind of working experience where you can leverage your skills is helpful. If it is an entry level position most companies do not expect you have experience for that particular job.

SMG 2006/Flying Point Media

From my experience it is definitely important to get internships in the field in which you want to go into. The only reason why my resume was found from an online database was because I had past experience with internships at Swarovski and Elizabeth Arden, which enabled certain key words to be on my resume, allowing the HR rep from Fresh to find me. Not only is it important for that reason, but internships also show you what you like and dislike about the field that you want to go into, allowing you to either want to go into the field further, or to give you a red flag that you shouldn't be doing that aspect of that type of job.

SMG 2006/Fresh

Students have to apply early, keep in contact with recruiters, keep letting them know how interested you are and apply to a LOT of places. Internships in marketing are definitely NOT necessary to land a job in marketing. I myself did a finance internship and I know plenty of people who did not major in marketing who having marketing jobs.

SMG 2007/L'Oreal

At this stage in the career game, I would say an internship in marketing is not absolutely necessary. You should always be able to identify the transferable skills you may have developed while pursuing other types of positions, and this will often suffice. What is probably more important is that you have held a position in the same industry as the one you are pursuing. I never held a marketing position myself, but I had interned for biotechnology companies and hospitals in the past, which demonstrated that I had an interest in healthcare and the life sciences.

SMG 2006/Decision Resources

I think internships are critical to landing a job after graduation. Before hiring me, my current boss called my internship site to learn about my performance. The NTF Group's positive statements got me my job today.

SMG 2007/Daratech

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## **What are the key components of a marketing job search?**

### **1. Identify:**

- What you want to do (by networking or otherwise)
- What position will allow you do it (by networking or otherwise)

- What your job hunt timeline is
- What industry / companies and their hiring timelines

**2. Approach** - Call / write in to Human Resources, or make use of contacts to get an inroad to the companies

**3. Follow up** - Call / email to express your continued interest after the initial point of contact (but don't be pushy)

**4. Interview** - Be prepared, do your research on the company / position, find out who your interviewers are if possible, ask for business cards during the interview, and follow up with thank you notes/emails

**5. Accept/Reject Offers** - It is a good idea to keep the lines of communication open between yourself and companies where you've interviewed but don't end up working at, as you never know when your paths might cross again in future, and is also useful in referring your friends if they want to apply for positions there

SMG 2006/ Proctor & Gamble (Singapore)

Networking, industry-related internships, and attendance at career fairs.

SMG 2006/Decision Resources

I think it's important to decide on what end of Marketing you see yourself - client or agency side. Try and consider what industries interest you and what parts of Marketing interest you most.

SMG 2006/Travelzoo Inc.

Knowing what kind of companies you are looking for and whether you want to work in-house or in an agency setting.

SMG 2006/Carat Fusion

Research, network, follow up! Handwritten thank you notes!

SMG 2006/Bonnier Corporation (formerly Time4Media)

What I found to be the most effective is sending in my resume to an actual person. Don't send your resume to a general email address like hr@company.com. That way you are able to follow up with a real person after you have sent in your resume. And make sure to follow up with your contact.

SMG 2005/Digitas

Networking, Networking, Networking.

SMG 2007/Communispace Corporation

Know what you have to offer, know what the company is looking for, and know how to set yourself apart so that you are the answer to their business problem. Research the company and be prepared in the interview! Bring samples of your writing, creative work, or business plan from CORE. Samples of your work and being able to confidently talk about your skills and what sets you apart from the rest is essential.

SMG 2007/ Oblicore

Just keep looking and keep applying. Do not get discouraged and do not sound desperate. SMG provides you with a strong business background and prepares you for the real world. Be confident in your abilities and you will find a job.

SMG 2006/Flying Point Media

Patience and determination are key components of a marketing job search. Marketing position hiring is typically less structured than finance or accounting so you may be stuck without a job much longer than your friends who specialized in other fields.

SMG 2007/Daratech

-Contact anyone you know who works in marketing or works at a company that has a marketing department to see about openings

-Job search websites: Hotjobs, monster, careerbuilder and especially mediabistro.com

SMG 2007/Cambridge University Press

Creating an organized spreadsheet of all the contacts that you have made with important dates of when you have contacted them. Also, do the research of what type of industry or location you want to be in. Make sure you know what it means to be involved in sales before getting into the marketing field because some people do not want to start off in that career first.

SMG 2006/Fresh

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## **What are the characteristics of an ideal candidate? What key skills are required?**

In entry level market research and consulting positions, analytical skills are crucial. Candidates should focus on business case analysis and the ability to manipulate numbers.

SMG 2007/Daratech

Willingness to take action, get involved and share ideas. You must be organized, enthusiastic and show that you care about what you are doing. It is really important to know Excel, Word and Outlook because these programs are used so often.

SMG 2006/Fresh

Good communication, creative, Excel/ PowerPoint skills. Being able to think outside of the box- and being young definitely helps. Recent grads tend to think about technology more which our (often older) bosses love!

SMG 2006/Bonnier Corporation (formerly Time4Media)

Adaptability, flexibility, time management, ability to speak up in meetings, ability to think on your feet, and good client management skills.

SMG 2007/Communispace Corporation

Confidence. Do not seem desperate. Be able to express yourself and bring your Core paper; it is very impressive.

SMG 2006/Flying Point Media

Eagerness and willingness! Although they are not skills, you need to be eager and willing to learn in the marketing field. The field is so broad that chances are you haven't ever performed half of the activities that are going to become your daily tasks! You also need great organizational skills – most of the time you'll be multi-tasking, and you will need to have a handle on all aspects of your job. Interpersonal skills are a must, as well. You will be interacting with customers, prospective customers, and the rest of your company! You might be the face of your company, depending on what type of marketing you will be involved in, and you need to be able to deal with people and the problems that arise with them every day – while keeping a smile on your face!

SMG 2007/ Oblicore

Good communication skills without a doubt. This will be true for any marketing position whether it is research based or not - so do not shy away from giving presentations. If a student can communicate effectively then that individual should have no problem selling him or herself during an interview.

SMG 2006/Decision Resources

Dedication, Detail-oriented, Creativity, Self-motivation, Team player

SMG 2006/Travelzoo Inc.

Being personable since there is a lot of client interaction, Excel skills/Microsoft Office in general is used very often, writing skills and other communication skills.

SMG 2006/Carat Fusion

Open minded, Intellectual, very adaptable, and knowledge about different cultures.

SMG 2007/L'Oreal

- Knowledge of all Microsoft products, knowledge of Adobe illustrator, Photoshop and/or Quark is a plus
- Team projects
- Internship Experience  
SMG 2007/Cambridge University Press

It depends on the company and position being recruited for - but in many cases, academic background or work experience doesn't matter all that much. It helps if you have a background in marketing, but most companies look out for a few key factors that cannot be taught/trained, such as:

1. Coachability
2. Passion and enthusiasm for the job & learning
3. Leadership abilities
4. Positive attitude

Other things like organizational skills, good time management, communication skills, etc. are of course important but those can be developed and trained. It would have helped to pay attention in SM299/121/122 during those memo classes! :)

SMG 2006/ Proctor & Gamble (Singapore)

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### **What is the best way for students to approach networking contacts? How can students best develop their network of marketing contacts?**

If it's in a social setting (at a bar or a party) and you meet someone who works in marketing, make sure you mention that you are looking for a job in the marketing field. Usually the person will take the initiative and give you their email address to email their resume. Otherwise, email is the best way to go; most people don't like to be interrupted by phone calls.

SMG 2007/Cambridge University Press

Go to career fairs, and networking events, try to contact alumni since many companies hire from referrals

SMG 2006/Carat Fusion

See who you know first, your neighbor, your parents' friends, you never know who you know and how they'll help you. Definitely join LinkedIn and make a professional profile. It also doesn't hurt to have a recruiting website/blog so people can learn about you and see your work first hand.

SMG 2007/Communispace Corporation

MySpace and LinkedIn are good ways to start. Talking to other students about what types of jobs they are interviewing for. It was a teammate that told me about a job in search engine marketing that she was interviewing for and that is how I found out about it and found my job.

SMG 2006/Flying Point Media

Keep contacts from internships. Let your friends and family know what you are looking for because they might know of someone who knows someone who can help you.

SMG 2006/Fresh

Be honest, be persistent, and be yourself when approaching contacts. Everyone was once in your shoes starting out, and they understand the name of the business game. As far as developing a network of contacts, my company has been through several management changes, and I still keep in touch with everyone who left the company, as well as my bosses at my internship in Australia. Be yourself and maintain good working relationships no matter where you are. When you or your colleagues leave the company, if they liked you as a person and respected your work, they will not forget you when opportunities arise. When your bosses or

colleagues invite you to an event being put on by one of their friends at a different company, by all means go and expand your network! Don't pass up opportunities to further your connections with people.

SMG 2007/ Oblicore

I emailed BU alumni and also went to all of the career fairs that I could possibly go to (especially those OUTSIDE of SMG). SMG tends to cater towards finance and accounting majors. So I did a lot on my own. I also used my old bosses and parent's friends. Even though I ended up getting a job where I applied online!

SMG 2006/Bonnier Corporation (formerly Time4Media)

Keep in touch and take good care of your friends.

SMG 2007/Daratech

Email recruiters or employees and the organization you are interested in working for.

SMG 2007/L'Oreal

By attending career or internship fairs, joining clubs on campus that host guest speaker events and engaging in friendly conversation with the person sitting next to you on the plane ride home. You never know...he or she might be a CEO (this happened to me once).

SMG 2006/Decision Resources

I would take advantage of any networking events in the area. Also, take advantage of the alumni directory and informational interviews.

SMG 2006/Travelzoo Inc.

The BU chapter of the American Marketing Association (BUAMA) organizes networking sessions every academic year. It's a great way to meet and network with marketing professionals, as well as attend panel sessions to find out more about their jobs and ask them questions about what they do. Also look out for other networking events in the area. Don't be afraid to attend career events/fairs at other universities & colleges in the area. Also, like I mentioned earlier, find out what your friends' parents/relatives do. They might be able to help you!

SMG 2006/ Proctor & Gamble (Singapore)

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## **Are there any resume or cover letter tips or requirements specific to the marketing profession?**

Re-read, re-read, and re-read! It can always get better. We're marketing people – make sure you update your resume often, and always look for better ways to word things! Remember: it is you on paper – you need to stand out.

SMG 2007/ Oblicore

Just as the Career Center suggests, write statements in the PAR format - Problem, Action, Result.

SMG 2006/Travelzoo Inc.

Make sure to emphasize action/buzzwords, such as: researched, analyzed, surveyed, interviewed, branding impressions, ROI, etc. Employers also want to see leadership and initiative, as well as exposure to different cultures, environments, whether it's through study abroad or other experiences.

Also, absolutely NO typing or grammatical errors! Marketing is all about the details (as are most professions), especially since you're trying to sell yourself!

SMG 2006/ Proctor & Gamble (Singapore)

One page definitely after graduating college, make sure its neat and clean, any involvement in any organization and activity is a plus, gives the interviewer some places to start conversation and hopefully get a connection.

SMG 2006/Carat Fusion

Emphasize CORE and you're main role in the project. Employers love to hear about it. I even brought my final report on interviews.

SMG 2006/Bonnier Corporation (formerly Time4Media)

Highlight relevant course work and work experience or internships. I found that anything relevant to the field at all is helpful.

SMG 2006/Flying Point Media

Starting a cover letter with "Dear XXXX, My name is Joe. I am a senior at BU SMG and would like to apply for this position." does not work. Be creative yet professional, pose an interesting question. Don't look like your applicant #324532.

SMG 2007/Communispace Corporation

Follow the rules that the FCC tells you – use relevant examples, PAR statements...that is how to write a good resume/cover letter.

SMG 2006/Fresh

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### **What is the standard interview process for entry-level marketing positions?**

Depending on what kind of company you are applying you are usually interviewed by the entire team. So don't be alarmed if you are given an interview schedule and you have 5 interviews in one day. They all want to meet with you at one time so that the team can decide if you are a good fit.

SMG 2005/Digitas

Three rounds, usually a quick interview over phone or with someone in the department to see if you are interested in the job, then from manager positions and finally from other associates to see if you fit in the team dynamic.

SMG 2006/Carat Fusion

For larger companies with more rigorous interview processes, a pre-interview assessment test (online or computerized) is not uncommon, followed by 1-2 rounds of interviews before the final decision is made. For smaller marketing companies/agencies, 1-2 interviews are the norm.

Know your resume inside and out; be prepared to talk about examples of your leadership experience, especially your Core new product project. Bring along your business plan to show them and know the details, even if you took Core a while back.

SMG 2006/ Proctor & Gamble (Singapore)

I had three rounds of interviews total, one phone screen and two on-sites, but this will vary by company.

SMG 2006/Decision Resources

For the job that I currently have, I had to meet with HR at Time Inc. first as a screening process. During the next round, I met with my two bosses and the third round was with the Consumer Marketing Directors.

SMG 2006/Bonnier Corporation (formerly Time4Media)

Usually there is a phone screening and an initial interview for a HR or manager, and if they like you, then you interview with the ultimate decision maker. It is always a multi-step process.

SMG 2006/Flying Point Media

I was interviewed by the entire marketing team at my company in the same day. I don't know what the protocol is, but the entire team had to approve of me before I was extended a job offer.

SMG 2007/ Oblicore

For most analytical roles, you will be flooded with case-style interview questions and logical puzzles.

SMG 2007/Daratech

An initial interview with HR or the department you are interviewing for a position for. Maybe another interview with a higher level person in the company. You might have to do a project. If so, be sure to do it thoroughly and with more than enough information and hand it in earlier than when it is due.

SMG 2006/Fresh

Usually you meet first with a person from HR for a screening interview where they ask you basic questions about items on your resume. If they like you they move you on to interview with your boss(es) or the team you will be working with. They ask you questions about your knowledge of the job, why you are interested in this specific job, and more questions about your resume. They then ask you to ask questions.

SMG 2007/Cambridge University Press

Most interview processes I went through consisted of 2-3 interviews with some sort of test involved - whether it was mathematical or to determine your thought process

SMG 2006/Travelzoo Inc.

Typically one day of interview with several people working on the same project you'll be working on. It's not so much about your skill set but your connection with them and your ability to fit in.

SMG 2007/Communispace Corporation

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### **How do you recommend students prepare for interviews? What concepts and terms should students know before they interview for a marketing job?**

Know your resume- and prepare to answer what you'll bring to the table.

SMG 2006/Bonnier Corporation (formerly Time4Media)

Know industry lingo that is relevant to position you are applying for. For my interview, I looked up terms relevant to Search Engine Marketing.

SMG 2006/Flying Point Media

I would practice with a friend or a career counselor to make sure that you are prepared for any question that might come up during the interview. Also make sure to pay particular attention to your hand motions. They can be very distracting when you are talking to someone and you want to make sure that the interviewer pays attention to what you are saying. Also try to think of key achievements or facts that you are proud of make sure to work them into your interview conversation.

SMG 2005/Digitas

Utilize the career center and perform mock interviews! This is what the career center is here for, and you will feel so much more comfortable going into a real interview after a career counselor has asked you every question imaginable about yourself and the company. I did a few mock interviews, and afterward, my confidence levels skyrocketed because I felt more prepared – both in my knowledge of myself (knowing everything on my resume and being able to talk about myself) and the company (having researched the company online and being able to talk about it and ask questions).

SMG 2007/ Oblicore

Practice with teachers or friends, practice talking about your past experience, and think of examples from your past experience as how you showed leadership, fixed a crisis, or something that relates to the position you are interviewing for.

SMG 2006/Carat Fusion

Know the industry that you are interviewing for. Be sure to know what is going on within that industry in case questions come up. Also, be sure to ask questions at the end of the interview so you show interest and desire to find out more about the job.

SMG 2006/Fresh

Definitely look into the company a little bit, if there's a specific product/brand account you are going to be working on, look into that. Know the requirements of the position and what the position means.

SMG 2007/Cambridge University Press

For analytical positions practice case-style interview questions. Practice cases are available from most large consulting firms' websites.

SMG 2007/Daratech

If you know the basics, and carry yourself with confidence then you should be fine. You don't have to cram; they're not going to test you. Marketing professionals are younger and general and might have gone through what you did not too long ago. They're not out to get you, just to find the right people.

SMG 2007/Communispace Corporation

Here are some rules of thumb I tend to go by:

1. Catch up on any current events pertaining to the industry and the company you are interviewing with
  2. Draw up a list of questions you have about the company, the position and the company products/services
  3. Make sure you have at least two questions for each person you are interviewing with
- If you are interviewing with five people, make sure you have a list of ten questions total. You may not necessarily ask all of them, but better to be safe than sorry.

4. Bring a sample of any academic work you may have done that might be relevant to the position  
For example, I loaded the market forecast from my Core project onto a USB drive to prove to my interviewers that I understood the logic behind the calculations and adjustments that were made

SMG 2006/Decision Resources

Know your resume thoroughly. Be ready to answer ANY questions about your resume. Have an in depth answer. Take your core business plan and show it if they ask about CORE. Be interesting and interested during the interview.

SMG 2007/L'Oreal

Review standard questions and practice speaking eloquently (reducing "like" and "um"). Site examples whenever possible. Don't feel the need to immediately answer a question - take a moment to think about your answer.

SMG 2006/Travelzoo Inc.

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## **What are some typical questions asked in a marketing interview?**

Tell me a time when you showed responsibility or encountered a challenge; What are your strengths and weaknesses; Do you work well in a team; Where do you see yourself in 5 years

SMG 2006/Travelzoo Inc.

What are your strengths and weaknesses? Where do you see yourself in 5 years?

SMG 2006/Fresh

They are all different depending on who is doing the interview. Just be prepared for everything. The commonly asked questions that the career center gives you are asked a lot. Know about the field of marketing you are interviewing for.

SMG 2006/Flying Point Media

They always ask your strengths and weaknesses. Make sure that you can list at least three since the sometimes ask for multiple. Also, why do you want to work at that company? Make sure you do your research on the company before the interview. What is it that has drawn you to work for them besides an open position?

SMG 2005/Digitas

Know your resume.... Why you like marketing? Your favorite aspect of it? Why the particular company? An experience that was hard for you to overcome and how you dealt with it?

SMG 2007/ Oblicore

The questions will also vary by company and position type. In my case, I was hit with a lot of case questions. My interviewers also probed very deeply into my resume, making sure that I understood the overall impact of my work on the market and science in general. This is what they collectively referred to as the "big picture".

SMG 2006/Decision Resources

Why did you choose BU?

What was your favorite course at BU?

Why did you choose marketing?

What are some of the qualities you liked/ disliked in your old supervisors? What challenges did you face in your internships? How did you handle them?

SMG 2006/Bonnier Corporation (formerly Time4Media)

Example of where you were a leader, example of how you avoided/dealt with conflict, example of how your skills can be brought onto the team you are interviewing for.

SMG 2006/Carat Fusion

-Questions about past internship experience (what were your responsibilities at this company, what did you like about this company)

-How did you like BU?

-What made you choose BU?

-Why do you want to go into Marketing (or advertising, media planning, etc.)?

-What would you consider your greatest strengths?

-What are your weaknesses?

-Why are you interested in this company?

SMG 2007/Cambridge University Press

**Personal / background:**

1. Tell us a bit about yourself.
2. Why did you choose to go to Boston University?
3. Why did you choose to study in the USA? (for international students)

**Academic / work experience:**

1. Give an example of an academic or work experience in which you had to deal with numbers and describe the process of it. (A great example would be the marketing aspect of CORE.)

**Leadership:**

1. Describe a time when you had to lead a diverse group of people to accomplish something.
2. Describe a time when you "broke the rules" and what the outcome of it was.
3. Describe a situation when you faced a difficult problem and how you were able to solve it.
4. Describe a time when you were able to come up with a new idea that became key to the success of some activity or project.
5. Give an example of a time when you were leading and influencing the direction of a project or task.
6. Describe a time when you had to learn something new in order to accomplish a goal.
7. Describe a time when you applied your expertise to accomplish something significant.
8. Describe a time when you had to be more flexible than usual because of a change that was going around you.
9. Provide an example when you approached your work with a mindset of having limited resources or time.
10. Describe a time when your ability to listen well helped you to understand something from a different perspective.

SMG 2006/ Proctor & Gamble (Singapore)

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## **Any must-read books, websites or other sources for people who want to break into the field?**

Duct Tape Marketing. If people are interested in advertising, I would recommend Truth Lies and Advertising: The Art of Account Planning. I also read *AdAge* and to find jobs, I went on mediabistro.com (more for advertising, publishing, some marketing).

SMG 2006/Bonnier Corporation (formerly Time4Media)

For marketing in general: Positioning, by Al Ries and Jack Trout

For advertising: Ogilvy on Advertising, by David Ogilvy

For branding: Branding by Helen Vaid

Rising Tide - Lessons from 165 Years of Brand Building at Procter & Gamble by Davis Dyer, Frederick Dalzell, Rowena Olegario

SMG 2006/ Procter & Gamble (Singapore)

The Tipping Point and Blink by Malcolm Gladwell are good marketing books to read.

SMG 2006/Flying Point Media

Get your hands on as many marketing books out there, so you are aware and knowledgeable, either by going to the book store and looking up marketing/advertising books or by asking your marketing professors for book recommendations.

SMG 2006/Fresh

Definitely read the website of the company you are interviewing for, browse sample interview questions

SMG 2006/Carat Fusion

Blink, Tipping Point, Freakonomics, read the WSJ daily, if you're looking towards the advertising side AdAge is a must.

SMG 2007/Communispace Corporation

I think it's useful to subscribe to *Advertising Age* and to join Marketing organizations (American Marketing Association). If interested in the Internet Marketing area, visit searchenginewatch.com

SMG 2006/Travelzoo Inc.

mediabistro.com is a great job search website for marketing and pr  
salary.com helps because most jobs ask for your desired salary range

SMG 2007/Cambridge University Press

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## **Is there anything we have not covered that students need to know to be fully prepared for the marketing job search? Any additional tips?**

Just be patient and you will find a job, and do not freak-out if you do not have one come graduation. You will find one over the summer.

SMG 2006/Flying Point Media

Ultimately it is not crucial/compulsory to have a degree in Marketing in order to land a job in Marketing. What is crucial, though, is whether you have the right attitudes, leadership skills and whether you have the 'right' personality to fit into the corporate culture.

At a company like P&G, it is crucial that employees are highly motivated, are leaders in their own right, have the right attitudes toward learning and teamwork, and can fit well into the P&G corporate culture which is very strong. P&G focuses on developing its people as business leaders and not just functional ( e.g. marketing) leaders, because people are the company's most important asset.

Also, do take your BU SMG courses (especially CORE) as well as your job hunt and life seriously. If you pay attention to your CORE marketing coursework, you will find that it will pay off immensely when it comes time to talk about the research you conducted, the questionnaire and advertisements you designed, as well as the product roll-out plan.

SMG 2006/ Proctor & Gamble (Singapore)

Marketing is not PR ☺ PR is only a small portion of marketing. I know a lot of people who are looking for PR jobs that apply to marketing positions, and they are shocked at all of the other activities marketing encompasses... be prepared!

SMG 2007/ Oblicore

Be persistent and patient. I applied to hundreds of jobs and got responses from maybe 15 companies. And then actually interviewed at only a couple. Also, don't settle for the first company that makes you an offer. You're a lot happier when you're doing something you love every day!

SMG 2006/Bonnier Corporation (formerly Time4Media)

Don't get disappointed if you do not get a job; a lot of companies have a specific candidate in mind, or may be interviewing you after they've already chosen someone else for the job.

SMG 2007/Cambridge University Press

### **On-Line Marketing Newsletters**

Below is a list of on-line marketing newsletters that was forwarded to the Feld Career Center by Vinney Tecchio (SMG 2005), currently at Zoom Media in New York. He reads these e-letters daily and encourages students interested in marketing to review them on a regular basis.

#### **Media Life (medialifemagazine.com)**

- Covers overnights (Nielsen ratings from previous night's programming), media news

#### **Media Daily News (mediapost.com)**

- Covers media from agency, client and media producer (broadcaster/editors/publisher/research) side; links to other newsletters
- "Accounts on the Move" link (for those interested in agency work) outlines major (and some minor) account shifts, reviews and changes regarding creative, interactive, media planning and media buying

#### **Research Brief from the Center for Media Research (mediapost.com)**

- Media-based research that examines large range of subjects (financial product use, automobiles, non-majority demographics, technology) with a media lens

#### **Trendcentral (trendcentral.com)**

- Covers trends for 12-22 year old age group (especially relevant to those seeking a marketing career)

#### **Marketing Daily (mediapost.com)**

- Covers a "huge" range of marketing news; compiles data from multiple publications and provides links

#### **Market Research Bulletin from Brand Republic (brandrepublic.com)**

- Covers market research industry; published in UK weekly; good resource for anyone considering a career in research

#### **Out to Launch (mediapost.com)**

- Offers a quick overview of recently launched campaigns; delivers an account of what corporate marketers are doing in advertising/communication/media industry

#### **Brandchannel.com**

- Trade paper opinion, case study POV, white paper

## Marketing information from the FCC Corporate Relations team

At its core, marketing encompasses all activities involved in bringing a product, service, or idea to customers including:

- product development
- pricing
- promotion
- distribution
- customer relationship management.

Every organization, whether for profit, not-for-profit, or governmental, engages in marketing activities. As a result, there are many possible careers in marketing, and new technologies are creating new possibilities and therefore new career opportunities every year (e.g. ecommerce, customer relationship management).

### **Marketers can rise to highest levels in the organization**

What follows is a list of general categories of marketing careers, although actual job specificity / breadth varies with firm size and structure. Successful marketers often rise to the highest levels within an organization due to their

- knowledge of products and consumers,
- strong analytic and creative skills,
- ability to manage projects across the organization, and
- high visibility with senior management.

### **Types of positions SMG grads might consider:**

- **Market Research** – the primary area that SMG marketing students are hired for. See MiTRAC for positions. Often employers are looking for students who are interested and able to do statistical analysis using Excel and SPSS.
- **Digital and Direct Marketing** (including Search Marketing and Digital Analytics, growing sectors)
- **Sales** – Good for getting promoted fast. Can be an entry into brand management. Think of selling as problem solving: discovering the customer's needs and providing solutions.
- **Media Buying/Planning**
- **Merchandising**
- **Advertising agencies: account planning, account management**
- **Public relations**
- **Event planning**
- **Brand experience design**
- **Branded entertainment**
- **Marketing Consulting**
- **Brand Management** – It can be difficult to enter brand management directly out of an undergrad program. Rotational training programs, leadership programs, rotational internships, or sales (in the product area you wish to enter) can be good entry points.
- **Product Management** – This position is often the interface between technology departments and the marketing department.
- **Business Development** – Business Development can often be another name for Sales, or it can be something more strategic. Be sure to get a definition from the company if this term is used.

## **From Concentration to Career: Marketing**

A concentration in marketing can prepare you to assist companies to effectively market their products and services. As part of a marketing team, your activities can range from coordinating the media schedule for a product launch to compiling market research data for new product development. Online marketing and e-commerce are additional ways to use your marketing skills. Marketing and related positions are highly sought after and competitive. In fact, the more typical entry-level positions for college graduates are sales or account coordinator positions, which are great stepping stones within Marketing.

### **POSITION YOURSELF FOR SUCCESS**

- Many companies hire in the spring but recruitment does not generally follow a formal structured calendar; companies often hire on an “as-needed” basis; so be prepared, flexible, and have your resume ready.
- Recruiters look for leadership, analytical skills, strong oral and written communication skills, problem-solving ability, teamwork, and creativity.
- Seek internships, part-time jobs, or other experiences or projects in which you perform tasks such as sales, advertising, or promotions. Identify your interests and think creatively about how you can integrate them into your career path. For example sports, fashion, or arts marketing-related positions.
- In team projects, lead the marketing or promotions section. Join clubs and professional organizations such as the American Marketing Association or the Fashion & Retail Association.
- Attend events such as Careers in Marketing and the AMA Networking Night. Check MiTRAC for a calendar of events. Network, network, network. Conduct informational interviews.
- Some companies offer management and sales training programs or marketing rotational opportunities such as Abercrombie & Fitch, Bank of America, Eli Lilly, EMC, TJX Companies and The Yankee Group.

### **SAMPLE ON-THE-JOB RESPONSIBILITIES**

Construct competitive analyses and analyze consumer data trends.

Assist in developing sales volume, market share, and profit projections.

Coordinate with clients and account team to move ad through execution process.

Create and execute e-mail marketing campaigns and other promotions, including copywriting.

Write and post to website compelling marketing content including press releases, newsletters, and other materials.

Research, plan, and coordinate logistics-related tasks in support of trade shows, user groups, industry conferences, and client press tours.

Create various marketing collaterals including promotional items and Web banner ads.

Develop and produce customer surveys, cultivate customer testimonials.

### **Sample Entry Level Job Titles**

Account Coordinator/Manager\*

Analyst/Allocation Analyst\*

Assistant Media Planner\*

Assistant Marketing Manager\*

Associate Consultant\*

Brand Assistant

Corporate Development Program

Event Planner\*

Management Trainee\*

Market Researcher\*

Marketing Associate\*

Marketing Assistant

Marketing Coordinator\*

Market Research Analyst

Merchandise Assistant

New Business Development Rep.\*

Product Development Coordinator\*

Research Associate

Sales Representative

\* Denotes BU graduates from the classes of 2006 and 2007 with Marketing Concentrations

**Selected list of employers of BU alums with a concentration in Marketing**

Abercrombie & Fitch

Ameriprise

Bloomingdale's

Boston Beer Company

Coach

Digitas

Direct TV

Enterprise Rent-A-Car

Fresh

Gillette Company

Grey Worldwide

Hoffman Recruiters

Hyatt

Johnson & Johnson

Monster.com

Phoenix Marketing

TJX

**Career opportunities which often require additional experience or education**

Brand/Marketing Manager

Sales Manager

Product Manager

**WEB RESOURCES**

American Marketing Association

[www.marketingpower.com](http://www.marketingpower.com) or [www.ama.org](http://www.ama.org)

Brandweek

[www.brandweek.com](http://www.brandweek.com)

Brandchannel (produced by Interbrand)

[www.brandchannel.com](http://www.brandchannel.com)

American Association of Advertising Agencies

[www.aaaa.org](http://www.aaaa.org)

Adweek Online

[www.adweek.com](http://www.adweek.com)

Advertising and Media Jobs Page

[www.nationjob.com/media](http://www.nationjob.com/media)

Marketing and Sales Job Page

[www.nationjob.com/marketing](http://www.nationjob.com/marketing)

The Ad Council

[www.adcouncil.org](http://www.adcouncil.org)

Marketing Classifieds

[www.marketingjobs.com](http://www.marketingjobs.com)

Wetfeet.com

[www.wetfeet.com](http://www.wetfeet.com)

Vault.com

[www.vault.com](http://www.vault.com)

CPG Job List

[www.cpgjoblist.com/html/index.php](http://www.cpgjoblist.com/html/index.php)

KnowThis.com

[www.knowthis.com/careers/careersmkt.htm](http://www.knowthis.com/careers/careersmkt.htm)

Business Marketing Association

[www.marketing.org](http://www.marketing.org)

The Ad Club

[www.adclub.org](http://www.adclub.org)

**For additional information and detailed descriptions of possible career options please refer to the following:**

Occupational Outlook Handbook, [www.bls.gov/oco](http://www.bls.gov/oco)

Market and Survey Researchers

Marketing Coordinators/Public Relations Specialists

Advertising Sales Agents