



# MARKETING 101: *Find Your Path*



THE DESIGNER'S GUIDE TO  
MARKETING  
AND

IMPACT

## FOREWORD

As business students, our perception of marketing may be siloed as we are only exposed to very few career paths at specific companies within the industry. However, the QMA is here to share with you that there are many different paths that you can take within the industry at an endless number of companies. Figuring out which path you want to take can be confusing, so the QMA is here to provide you with examples of various career options and advice from Smith Alumni based on their experiences in the field.



# *Careers in Marketing*

## CAREERS IN MARKETING

We will start by outlining the 5 main paths in marketing:

### *1. Brand Management*

Function: Brand Management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to increase, and builds loyal customers through positive brand associations and images or a strong awareness of the brand.

Key Skills:

- Leadership & Initiative
- Analytical & Critical Thinking
- Strategic & Creative Thinking
- Strong Communication

Key Responsibilities:

- Use analytics and research to facilitate the teams' decision making.
- Work closely with Senior Brand Management to strategize brand launches.

Recommended Courses at Smith to Help Prepare for This Role:

- Brand Management (COMM 432)
- Marketing Strategy (COMM 333)
- Advanced Topics of Marketing (COMM 431)

### *2. Marketing Communications*

Function: Marketing communications teams build the message that will be used to promote products/services to the customer. They work closely with the brand management team as well as external stakeholders such as agency partners. Advertising and sales promotion will continue to play essential roles in the marketing communications mix.



#### Key Skills:

- Creative Thinking
- Analytical Thinking
- Strong Communication (must be good at storytelling)
- Strong Sense of Initiative and Curiosity

#### Key Responsibilities:

- Use analytics to build marketing communications programs.
- Create, implement, and oversee communications programs that effectively describe and promote the organization and its products.
- Work close with Agency partners to bring the communication programs to life.

#### Recommended Courses at Smith to Help Prepare for This Role:

- Marketing Communications (COMM 335)
- Sales Management (COMM 434)

### *3. Agency Roles*

Function: As an Account Coordinator at an agency, you will work closely with marketing communications teams at organizations/brands to create and bring elements of their marketing campaigns to life.

#### Key Skills:

- Strong Organization Skills
- Attention to Detail
- Strong Communication

#### Key Responsibilities:

- Read Agency Briefs to understand what solution the client needs.
- Work with the creative department of the agency to come up with a marketing solution.
- Plan, execute and oversee the implementation of said marketing solution.



- Monitor success of campaign and present findings to the client.

Recommended Courses at Smith to Help Prepare for This Role:

- Channels and Internet Marketing (COMM 339)
- Marketing Communications (COMM 335)
- Sales Management (COMM 434)

#### *4. Digital and Social Media Marketing*

Function: Digital and Social Media Marketers can work at agencies or on marketing communications teams. They are in charge of planning and managing digital marketing campaigns that promote a company's brand, products, and services. They typically have experience in art direction and social media.

Key Skills:

- Creative Thinking
- Adaptability
- Tech Knowledge
- Analytical Thinking

Key Responsibilities:

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Analyzing metrics to measure success and infer future decisions.
- Identifying industry trends.

Recommended Courses at Smith to Help Prepare for This Role:

- Channels and Internet Marketing (COMM 339)
- Marketing Analytics (COMM 433)
- Marketing Communications (COMM 335)



## 5. Market Research/Data Analytics

Function: Marketing Analyst responsibilities include tracking advertising costs, researching consumer behaviour and exploring market trends and opportunities.

### Key Skills:

- Attention to Detail
- Strong Written Communication Skills
- Excellent Analytical and Problem Solving Skills
- Strong Organizational Skills

### Key Responsibilities:

- Analyzing sets of data to assist the market team with key business decisions.
- Present analysis and insights to management and other departments.

### Recommended Courses at Smith to Help Prepare for This Role:

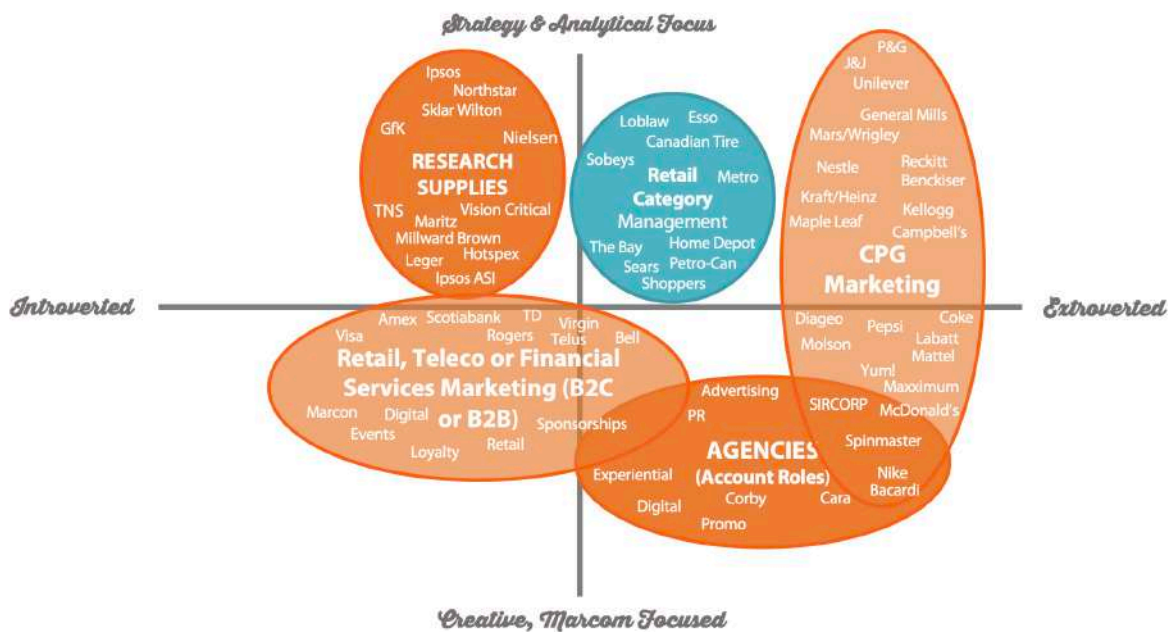
- Marketing Research (COMM 332)
- Marketing Analytics (COMM 433)
- Consumer Behaviour (COMM 336)



## MARKETING CAREER MAPS

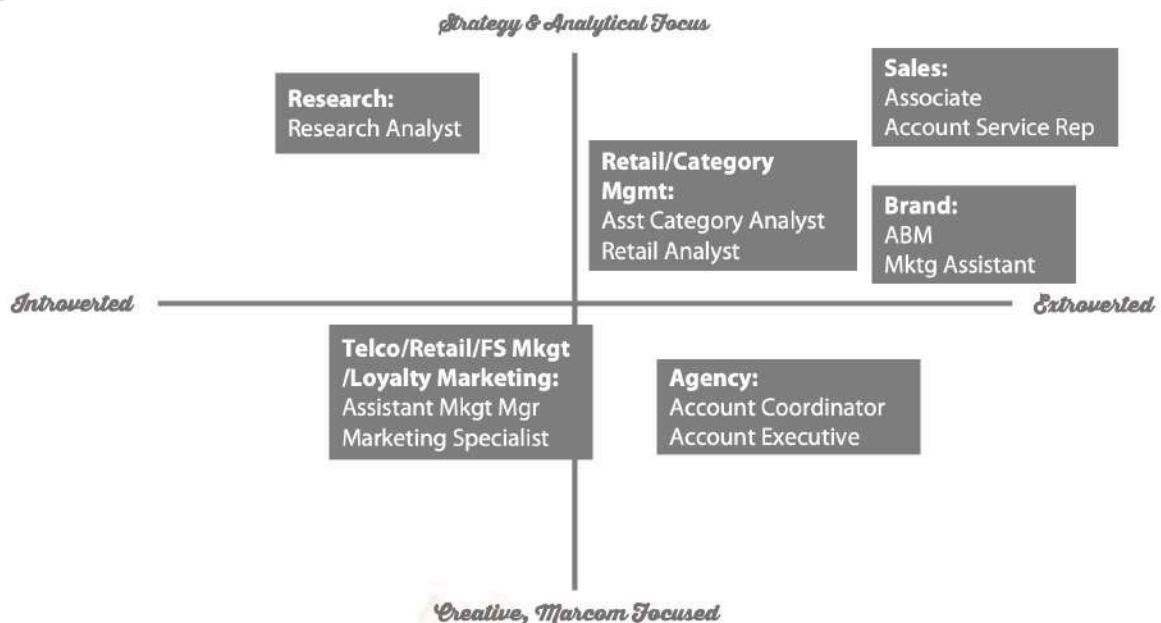
### Marketing Career Map:

From a broad perspective, marketing paths can be measured based on how creative or analytical you are, and how introverted or extroverted you are. We have created a general framework that you can use to see the potential streams that might work best for you.



### Entry Roles for New Grads:

Below are some examples of entry roles for new graduates based on the marketing career map.







# *Panel Discussion*

## PANEL DISCUSSION

We had the opportunity to chat with three Smith Alumni who are working in marketing roles in various industries. They provided valuable insights and advice about their roles and how they figured out which path to pursue within marketing. We have outlined some key questions and answers below.

### *Question 1: Why did you choose marketing over other potential career paths?*

Answers:

- Panelist 1: Through listening to the CMO of Google speak at the Queen's Marketing Association Conference a few years ago, I was able to understand and realize what marketing actually consisted of. There is a common misconception that marketing mainly consists of advertising, but I was able to learn from this CMO that marketing is largely based on strategy. This excited me - I loved the idea of working on a brand to make it the best it can possibly be, and working towards gaining a competitive edge through stealing market share from competitors.
- Panelist 2: I wasn't sure which stream I wanted to pursue, but I always knew I wanted to work with luxury businesses. In my first year marketing class, I did a case study on Burberry. I realized how dynamic the luxury industry is when it comes to marketing, and this sparked my interest. From there, I decided that I wanted to go into the marketing industry. Over the years, I have explored various different jobs to try and figure out where in marketing I want to go.
- Panelist 3: What drove me towards marketing and CPGs is the idea of working on products that will help to improve the lives of consumers, which is what I am doing in my current role. I also really enjoy the mix of creativity and analytics - telling stories through data and insights is something that excites me.



*Question 2: What is something about the marketing industry that you know now and you wish you knew as a student?*

Answers:

- Panelist 1: There is a marketing team at every company, so you will be able to find a marketing role in any industry that interests you. Don't feel pressured to work at the few main companies that most Smith Alumni in marketing work at. Marketing is huge, so don't settle until you find what interests you most!
- Panelist 2: Something that I didn't realize during my time at Queen's is how big the marketing industry is. I saw many people following very traditional paths in marketing, so my role as a media planner is something that seemed out of the ordinary. My job includes looking at various audiences and their media habits and deciding which group would be best to target for particular campaigns. From there, we create a campaign around this and I supervise all of the teams throughout the campaign. My job is management-oriented and analytical, which is something that most people wouldn't expect from an agency role.
- Panelist 3: Everything that I do in my role is based off of data; we use previous learnings and facts to make decisions. I wish I knew more about the analytical and strategic side of marketing while I was a student, rather than just the creative side.



*Question 3: Which classes that you took at Smith best prepared you for your roles, and what do you wish you knew as a student to be more prepared for your roles?*

Answers:

- Panelist 1: First and second year can be tough for marketing students due to all of the mandatory courses that are required. However, there are some great marketing courses that you can take advantage of in third and fourth year. Marketing Communications (COMM335) was a great course, and Professor Libitz had a great impact on my learning. Sales Management (COMM434) with Jim Hamilton is so useful in my everyday life on how to communicate with team members and how to negotiate with vendors. Consumer Behaviour (COMM336) is another great course for marketers; it dives into how consumer behaviour can be used to drive sales and I still use the knowledge that I gained in this course in my career today.
- Panelist 2: The best courses that I took are the ones that I still go back and look at the slides for. For example, in the final round interview of the role that I am currently working in, I looked back at some slides to refresh my memory on some key concepts. Marketing Communications (COMM335) was an amazing course that is beneficial for individuals looking to work in many different sides of marketing. This course helps to explain how campaigns are conceptualized, and there are many discussions throughout the semester where you can provide your own opinions. Marketing Analytics (COMM433) is also a very valuable course; I learned how to code which is a great skill to add to your resume and talk about in interviews, especially when you're talking about your attention to detail.
- Panelist 3: I write a ton of briefs in my role, so taking Marketing Communications (COMM335) would have really helped me. Unfortunately I did not take this course, but I would definitely recommend it based on all of the positive things I have heard! Sales Management (COMM434) with Jim Hamilton was extremely helpful in teaching me soft skills that are very important to have. Marketing Analytics (COMM433) helped me to understand how to look at data and create a story which is something that I do frequently now!



*Question 4: What is your best advice for students who are choosing which marketing role to pursue?*

Answers:

- Panelist 1: Network to learn. Don't just network with people because you want them to hire you; network with people that you are interested in having conversations with and learning from. Chatting with a variety of people in different roles will help you to understand what you might want to do in the future, and they might also end up being good connections for you down the road.
- Panelist 2: Do what you want to do! It might seem like there are specific companies that you should be aiming to work for if you are going into marketing, but disregard this and pursue what you are excited and passionate about. Your career is a journey; you might not love every job that you have and that is okay. Make decisions that will lead you to your dream job.
- Panelist 3: Talk to different people in a variety of roles to understand what experiences you are looking for and what type of job you want to have; don't put pressure on the title or industry. It is important to know what you like and don't like, what you're passionate about, what motivates and excites you, and what gets you out of bed in the morning. This will help you discover which roles and industries will work best for you.

*Question 5: Within each of your roles, do you see room for movement up and/or around your company and is your company supporting you in this?*

Answers:

- Panelist 1: I'm currently working in a rotational program which is awesome due to its structure. I spend 8 months in each role, which feels sort of like a school year, and then you jump into the next role. I've been able to watch people navigate through the organization which has given me an idea of what I can do next. Companies are definitely trying to build future leaders, and there is lots of room to move around.



- Panelist 2: Many people at my company move around to different teams. We also have the opportunity to work at an office in another country for 3 months and the company will support us through paying for our living expenses. For example, you can spend a few months in the Barcelona office - sort of like an international exchange!
- Panelist: I am also working in a rotational program, but my rotations are a bit longer. The rotations range from 9-14 months, so I am starting to look at which role I will be doing next. My company is definitely open to people learning and gaining more experience to become a senior leader, so they provide a lot of support on this (especially through the rotational program).

*Question 6: Have you had any negative/unsuccessful networking or coffee chat experiences and what would you have done differently looking back that might've changed the outcome?*

Answers:

- Panelist 1: There will always be awkward experiences, but they aren't necessarily negative because you will always learn from them. Look at these conversations as positive experiences; you're coming out of them with more knowledge. Don't take these experiences to heart; a lot of times, it is simply just difficult to find a common ground to get the conversation going!
- Panelist 2: In my experience, the most awkward conversations are the ones that I didn't prepare for enough or research the company as thoroughly as I should have. Don't do coffee chats just for the sake of doing them; make sure that you are genuinely interested and have done your homework!
- Panelist 3: Don't put a lot of pressure on yourself when you aren't happy with how a conversation or an interview went. These experiences will allow you to learn how you can be more prepared next time. Use them as a learning opportunity so you can do better in the future!

