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Make Your Mark

2022 Edition



UNSW Marketing Society Careers Guide

Your go-to guide for Making Your Mark in the professional workplace.



President's Address



At UNSW Marketing Society (MarkSoc), we are dedicated to providing **diverse opportunities** for future marketing professionals and creatives alike to **flourish in the increasingly multidisciplinary and diverse marketing space**. With the constant emergence of technological developments, economic threats, and shifting social-cultural trends, our contemporary business and marketing landscape is **characterised by change**. MarkSoc recognises the necessity of support and guidance as students begin to navigate this dynamic workforce.

As such, it is my pleasure to introduce you to our **2022 Careers Guide**, a compilation of valuable insights and professional advice for students to discover. Within these pages, you will find the stories and experiences of industry professionals, recent graduates, and high achieving students - all of whom have something different to offer. It is my hope that this publication will allow you to learn new things, ignite curiosities, and be inspired to find your unique path. Whether you are a marketing major or simply interested in the industry, our Publications and Careers & Sponsorships team have worked tirelessly to outline the various pathways into the Marketing world.

This guide will cover a comprehensive look at the marketing industry today, from getting to know some of our society sponsors, to content from entrepreneurs, alumni, and creative agencies, this Careers Guide draws from market leaders in **Mar-Tech, the Big Four, and Fast Moving Consumer Goods**, as well as entrepreneurs and content creators to demonstrate the endless breadth of opportunity marketing can offer.

I look forward to seeing where the future takes you, and I hope that we inspire you to go out into the world and **make your mark**.

Natalie Chang



A Letter From The Editors



At the UNSW Marketing Society, our mission is to help students **make their mark** within both their professional and personal lives. Whether you're a fresh first year, or a soon-to-be graduate navigating the diverse marketing landscape, we understand that it may be overwhelming to transition from a student to a professional.

The 2022 Careers Guide was created to clearly **define your opportunities** and help you **realise your potential** in marketing. Within this publication, we'll be undergoing a comprehensive exploration of numerous marketing specialisations, tips and templates for networking and internship applications, marketing opportunities for students as well as insights to a day in the life of a graduate. We've proudly collaborated with **experienced professionals** within the **marketing industry**, recent graduates as well as the Head of Marketing School at UNSW.

Thank you for taking the time to read our guide and we hope that you acquire new insights in defining your own path within marketing.

Melinda Liu Jayden Xian

With Special Thanks To

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01

Career Advice

In this section, find all the essential tips and tricks for launching yourself into the professional workplace!

What is networking? Where can I network? How does LinkedIn work? We've got you covered with insights on **networking how to's**, creating an **effective LinkedIn profile**, as well as mastering **cold reach outs**. Struggling to land yourself an **internship**? Check out our tips on curating an **impactful resume** to land yourself the next big internship!

Regardless of what you're looking for, this section is filled to the brim with career advice, whether you're just getting started or looking to perfect your personal pitch!



What is networking?

Networking involves using personal, professional or academic connections to meet new people within your industry and other related fields to build and maintain meaningful relationships. Through networking, you may be able to learn more about your industry, or another field you would like to work in or acquire assistance with a job search. It can be understood as a process based on mutual benefits, where both parties assist each other with their career progression and long-term goals.

31% of job seekers find listings through professional connections. Networking can open doors to new opportunities that are otherwise out of reach.

Where can I network?

Career Fairs and Society Events

There are plenty of career fairs and networking events run throughout the year by student societies and the UNSW Business School. Many of them are advertised on Facebook and LinkedIn.

Eventbrite

Many careers or recruitment events by external organisations are hosted on Eventbrite, so be sure to check out their website for any new events.

University connections: lecturers, tutors and other students

Given that most tutors (especially in the School of Marketing) have had professional experience within their respective fields, they will have plenty of knowledge and contacts within the industry.

LinkedIn

We will take a deep dive into how to effectively use LinkedIn in the next section.

Networking How To's

Start with a purpose.

It does you no good to attend any networking function unless you define your objectives to know why you are there.

Have an effective handshake.

Practice your handshake to make sure you have a firm but gentle grip.

Research the firm and prepare effective questions to ask.

Learn about the company to assess whether it is somewhere you would like to work for after University. Find out about the application process & competencies you would need to show in your application.

Share personal stories

They make you interesting and memorable, which will allow you to stand out amongst other students and candidates.

Prepare an elevator pitch.

Describe who you are in under 30 seconds and put forth your call to action.

Once the event is over, your networking doesn't stop!

Be sure to follow up. Send a written acknowledgement or "Thank You" note to your networking contacts, share information, keep in contact and offer to help in any way you can.

The Four Step Elevator Pitch

1 Start by introducing yourself

"Hi, my name is Tim. It's so nice to meet you!"

2 Provide a summary of your experiences

"I am a penultimate student at UNSW majoring in Marketing. I have maintained a Distinction WAM and have interned at P&G and Deloitte."

3 Explain what you want

"I find your team's marketing campaigns to be innovative and creative. I would love the opportunity to learn from the best and work for your company."

4 Finish with a call to action

"Would you be available for a quick coffee chat next week for us to discuss any upcoming opportunities in your firm?"



Creating an Effective LinkedIn Profile

Hi I'm Laurie. I'm currently...

- Learning | Product marketing, UX/UI Design
- Working | Google
- Inspiring Students | UNSW Marketing Society

Laurie Smith • 1st

Co-op scholar @ UNSW | Growth marketer |
Seeking entry level opportunities in FMCG brands

Sydney, New South Wales, Australia • [Contact info](#)

500+ connections

Utilise your cover photo.

A good cover photo should have: a summary of your brand, a simple background and a call to action.

Your headline is important.

Your headline is the *only customisable feature* other than your name that follows you on your posts, comments, profile previews and direct messages. Your headline should stand out, and it should tell your brand in seconds.

A good headline should show what makes you unique, your passions or mission statement and your call to action.

Headlines: Do's and don'ts

Don't be too vague and have common descriptions.

- ✗ Student at UNSW
- ✗ Tutor at Marksoc Education | Student
- ✗ 3rd year Arts and Business at UNSW | Seeking internships.

Do be specific and have a targeted call to action.

- ✓ Penultimate CS student @ UNSW | Passionate about tech for clean energy Check out my projects! www.amyli.com
- ✓ Co-founder at The MarkUp | We make educational podcasts to inspire Uni students.

Mastering Cold Reach Outs

A cold reach out is when you send a message or email to someone you have no former relationship with, with the purpose of requesting that they connect with you. It is important that your message is **professional** and **respectful** to the contact you are reaching out to, which will maximise the chances of you receiving a response.

The **MODEL** Way of Reaching Out

- M**inimise back and forth.
- O**ffer your phone number.
- D**on't make them think.
- E**dit and format.
- L**ikely to read.

Martin Pearson

Laurie Smith • 11:35 am

A. James Wu recommended I reach out to you. My name is Laurie Smith and I'm a UNSW information systems student.

B. I read about your firm's fintech solution to simplify the ecommerce checkout process. I'm working on a software project to streamline payment processes, and I think we could collaborate.

C. Do you have time for a 10-minute phone call? If so, would any of these times work?

D. - Wednesday (3/02) all day
- Thursday (4/02) any time after 1pm
- Friday (5/02) all day

E. If those times don't work, let me know - I can work around your schedule.

F. I can call your office line. Or if you'd prefer, my phone number is 0468 555 555.

Thanks,
Laurie.

Write a message...

Messaging

Search messages

A. Introduce your **referral or affiliation**. If you have a connection to the person, always **put it up front**.

B. Be specific that you have a reason for reaching out, but keep it brief. **The point here is to coordinate a call**.

C. Specify a **short time period**. Calling can be much easier than meeting in-person.

D. **Offer a few choices** and try provide one all-day option and two narrowly defined times.

E. Explicitly acknowledge they are higher status and **offer to honor their schedule**.

F. Give them **options**. Some people would like to call right away.



Internship Insights

Internships are extremely **helpful** in building a **successful** career, providing you with exposure to the **working environment**. Finding an internship can be difficult, however with proper **preparation** it is definitely **achievable**. We've compiled a list of helpful tips and tricks on acing your internship applications.

1

Cover Letter

Many underestimate the importance of a well written **cover letter**. A strong cover letter can be just as important as a resume and should tell a story about you that will help **differentiate** yourself from the **competition**.

2

Be Specific

When applying for a role, be **specific** as to why exactly you are applying for the specified **role** at the specified company. Eg. **Why** did you choose SEO over the other marketing fields? Ensure you conduct **research** on the role and the company beforehand and don't be afraid to **reach out** to HR if you want further **clarification** on anything.

3

Apply Early

Internships are often marked on a **rolling basis** so it is wise to get your **application** in **early** well before the deadline. Plus, you don't want to be rushing your application last minute and miss any important details!

4

Interview Practice

Practice makes perfect! It is helpful to ask your friends to take turn asking each other range of **technical** and **behavioural** questions and then provide each other with feedback.

5

Work On Your Portfolio

A majority of marketers will have a **portfolio** to showcase to employers. Include any **relevant** society work, blogs and social media pages where you have written or produced video content and include links.

Resume Insights

Build a resume that stands out.

01 Formatting

Formatting your resume is one of the most important things to do. Recruiters are looking through hundreds of resumes and thus, it must be easy to read. Keep the font simple such as Arial and preferably keep the resume to one page.

An easy way to ensure your resume is concise is to include only relevant experiences. Eg. You do not need to include every extra-curricular activity from first year or high school!

02 Think Beyond Your Job Duties

Be **specific** in what you show. Recruiters don't want to read your list of duties. They want to see concrete examples of how your achievements in previous roles can make a difference to the current role.

Ensure you state your accomplishments and quantify it in a way that demonstrates your impact and the value you have added to the firm. An example would be "increased Sales Revenue by 23% and improved Customer Loyalty Sign-ups of 28% compared to prior Quarter."

03 Use The Right Language

Ensure you are using a list of **strong action verbs**, such as "Optimised", "Prepared" and "Developed" when listing your achievements. This helps create an impact and provides the recruiter with a clear understanding of what is happening.

Example of sentences with an action verb:

- Optimised Website Performance , leading to an 120% increase in traffic compared to prior quarter
- Prepared monthly reports for executives, board members and other key stakeholders.

Resume Do's and Don'ts

Common Mistakes To Avoid

Optus - Sales Consultant

I started as a Sales **Consutant** at Optus where I worked in a team of 7 other consultants where I developed relationships with customers. I **helping** resolve customer conflicts in store, leading to our overall store NPS **increasng**. I also helped new train new hires.

- ✗ Avoid large blocks of text that can overwhelm readers or lessen the impact of your highlights in your resume.
- ✗ Ensure you always double check grammar and spelling as attention to detail is always key!
- ✗ Avoid story telling and adding in irrelevant information.

What To Do Instead

Optus - Sales Consultant

- **Fostered** customer relationships , helping to drive an increase of in-store revenue of **15% in Q1 2022** compared to prior year.
- **Demonstrated** ability to resolve customer conflicts, leading to a **year over year increase of 22% in NPS**.
- **Assisted** in the training and development of new staff.

- ✓ Easy to read bullet point format that highlights your achievements and their impact.
- ✓ Starts off each bullet point with strong, effective action verbs that helps paint a vivid picture of your experience.
- ✓ Demonstrates your impact through quantifying achievements and the value you have created for the firm.



02

Student Opportunities & Marketing as a Major

At UNSW, there are always a multitude of **career-related opportunities** for students looking to develop their skills in a **professional work environment** and gain **industry-relevant experiences**.

This section delves into the ins and outs of how you can kickstart your professional career in marketing, including **UNSW's Careers Accelerator, Co-op Program Internships, and MarkSoc Careers Events**.

Additionally, we also cover what's incorporated within the **UNSW Marketing Major**, as well as other exciting student opportunities such as **studying abroad on exchange**.

What is it?

Career Accelerator gives all UNSW Business School students the opportunity to **develop connections** to industry and excel in the workplace of the future. With the suite of experiences catered towards building professional skills, Career Accelerator helps the **transition into the workforce** through focusing on 4 key areas: **internships, mentoring programs, industry networking events, and global opportunities.**

Getting Started

01

Complete the Career Accelerator: Essential Modules

This takes no more than 30 minutes and is completely free - you also get a badge to showcase on your LinkedIn page. Through these short online modules you can gain insights into **communication, teamwork, planning and digital capabilities** which are key skills that can be brought into the professional workforce.

02

Career Resources

Boost your credibility by completing a **free Excel certification** which can be showcased on your LinkedIn profile and resume with the feedback from the Career AI tool.

03

Visit UNSW Employability

Broaden your knowledge through **career advice appointments, employer presentation and expos.** UNSW Employability empowers and prepares students for work by connecting them with employers and providing valuable workshops.

04

Stay Informed

Keep updated on the upcoming events and program via the **website or newsletter** where you can gain valuable insights from industry representatives and participate in upskilling opportunities.

Course Experience

Industry Experience Program

Complete an internship and obtain first hand insight and experience in a real-world organisation. Gain credit towards your degree by **combining practical work experience with academic workshops** and formal assessment tasks across various industries.

COMM2222

Industry Consulting Project

Work in small teams on practice solving real-life business problems through company visits, workshops and mentoring sessions. This course is a fantastic opportunity to **grow your connections with like-minded individuals** and start expanding your personal and professional network.

COMM2233

Future of Work Project

This is an online practicum aimed at **developing and applying your skills, capabilities and knowledge of future workplaces** to help navigate your career in an ever-changing environment. The course entails the examination of a real-life business challenge where students investigate solutions and recommendations.

COMM2244

Social Entrepreneurship Practicum

Develop professional skills while working with a team of mission-driven industry partners on a **real social entrepreneurship project.** Integrate theory with practice and engage in projects from a vast selection of fields.

COMM3030

career accelerator.

student opportunities.

Student Exchange

Program Overview

The exchange program allows undergraduate, honours, and postgraduate students to **gain credit towards their degree while studying with a partner university** in an overseas environment. There are a number of courses which may not be offered at UNSW and best of all, it is part of your degree so you do not need to worry about adding extra time to your studies.

How It Works

While on exchange, you remain enrolled in UNSW and at the end, you **bring credit back to your degree** at UNSW. The application process is a bit of lengthy one (9 months) and it is recommended to **start planning a year in advance** to research options and think about your personal goals. However, returned students will vouch that it's worth it and the opportunity is one you shouldn't pass up.

Key Considerations

General requirements:

- Have **at least a credit average WAM** to be considered - some specific universities require higher grades
- Have **at least 18 UOC left in your degree**
- **Pick a UNSW partner institution** and see which universities offer required courses
- Fill in the **application form**
- Map out the courses left in your degree and **plan which units** will be taken during the exchange

Costs:

As a general rule, you should be able to show that you will have **at least AUD\$3000 available to you for every month of the exchange**. Living expenses including accommodation, travel and food will vary depending on destination and will need to be covered individually.



MarkSoc Events

MarkSoc works closely with a variety of well-known companies and as a society, we offer a myriad of different career-related opportunities for students by bringing the best career focused events, programs and publications.

Keep an eye out for marketing opportunities with MarkSoc events such as:

- BSOC Careers Fair
- Case Crack/ Case Comp with Colgate
- Industry Mentoring Program
- Product Marketing Workshop (Canva)

Co-op Internships

The UNSW Co-op Program is a scholarship program that provides students with the chance to **experience real client work in a professional environment**. With this program you will **work and get paid by one of UNSW's industry leader sponsors**. High performing students are offered challenging **industry training** experience; **professional development**; **networking** opportunities and **mentoring** before graduating.

Application Process

1. **Online application:** register online and start the application process.
2. **SAP:** Nominate your Careers Adviser/ School Representative to complete the Schools Assessment Page (SAP) to confirm your activities.
3. **Video Snapshot:** Introduce yourself and speak about something interesting, unusual, unique or different about you to expand on the written application.

Important Details

- Get paid **\$19,600 per placement**
- Must be **enrolled in a Commerce internship course** (COMM3101 or COMM3202) and **study part-time** during the course of the internship
- **Work for 6 months** starting from January/February or July



Marketing as a Major.

Core courses

Students must take **36 UOC** of these courses

COMM1100
Business Decision Making

MARK2012
Marketing Fundamentals

MARK2052
Marketing Research

MARK2085
Consumer Centric Innovation

MARK3054
Marketing Analytics and Big Data

MARK3087
Customer Analytics

Prescribed electives

Students must take **12 UOC** of these courses.

At least one should be at level 3

ACCT3563
Issues in Financial Reporting and Analysis

COMM3020
Global Business Practicum

COMM2222
Industry Experience Program

COMM2233
Industry Consulting Project

COMM3030
Social Entrepreneurship Practicum

COMM3101
Industry Experience Placement 1

COMM3202
Industry Experience Placement 2

MARK2051
Consumer Behaviour

MARK2060
Event Management and Marketing

MARK2071
International and Global Marketing

MARK2055
Service Marketing and Management

MARK2053
Marketing Communications and Promotions Management

MARK3092
Brand Management

MARK3081
Distribution Strategy and Retail Channels

MARK3088
Product Analytics

MARK3085
Digital Marketing and Web Analytics

MARK3091
New Product and New Service Development

Course Testimonies.



Hayley Vuong
2nd Year
B Commerce
(Marketing)/Science
(Psychology)

MARK2012 Marketing Fundamentals

I personally found MARK2012 both challenging in terms of keeping up class participation marks and with case studies but easy to pick up once you build yourself an exemplar response. For the weekly case studies, I recommend **coming up with questions before your tutorial** to ask as well as constantly referring to theory from the current lecture and past coursework in your answers in class and assessments, as that makes for a highly-graded response. If you can **link theory to example in all your submissions and answers** for class participation, you're set.



Jacky Liu
3rd Year
B Psychological
Science/Commerce
(Marketing)

MARK2085 Consumer Centric Innovation

This course has been one of the more engaging courses for me since it takes marketing from a customer-centric perspective and **challenges you to solve problems** that parallel real-world business issues! The key assignment is a client coming to your team about how they can improve customer experience and engagement and the processes to do so mimic actual business practices. It has been one of my more **hands-on classes** with the lecture and tutorials being very engaging and informative as well!



Clarissa Fang
3rd Year
B Commerce
(Marketing)

MARK2052 Marketing Research

MARK2052 introduces you to market research techniques and concepts through the practical application of statistics software SPSS. I initially found it hard to use but the lectures really simplified all the processes and made it easy to maneuver. Tutorials usually went through additional worked examples so they were **really useful in terms of formulating a written response** to explain your SPSS analysis and results. If you're taking this course, I'd recommend to **take notes of all the different tests** you need to perform in SPSS as well as its method. Overall, I quite enjoyed the course because it wasn't too content heavy.



Kathryn Tsang
4th Year
B Commerce/Design

MARK3054 Marketing Analytics & Big Data

MARK3054 aims to help you understand and apply analytical tools to address marketing problems. Building on your basic statistical skills, this course introduces **R Studio**, a program used for statistical computing.

Although at times the introduction of this new program can be a **learning curve**, keeping up with lectures and tutorials will ensure you can effectively apply the theory taught to the quizzes, group report, self reflection and final exam in this course. Overall, I thought this course provided **very practical skills** needed in the lucrative field of market research and data analysis.



Emily Cong
3rd Year
B Commerce

MARK3085 Digital Marketing and Web Analytics

MARK3085 is a practical and informative course that explores **digital and social media marketing**. Being an elective, it's great for those who are interested in the space and provides a strong fundamental understanding of how to implement, measure and analyse marketing results via digital channels.

As with most marketing courses, there is a **group work component** that I would highly encourage you to **get started with early on**, as well as quite a few pieces of individual activities and assessments to stay on top of.



Melinda Liu
3rd Year
B Commerce
(Marketing) /
Science

COMM3101 Industry Experience Placement 1

COMM3101 is a **hands-on 12UOC course** that allows you to gain **real industry experience** during university whilst also being able to receive credits for it. To take this course, you'll need to apply through the Co-op office and undergo an interview process, where you'll be notified if your application is successful. **Written reflections, supervisor check-ins and a final end-of-placement presentation** are the main requirements that come with the course, designed for you to reflect on your learnings and skills gained through the internship. This course is a heavy commitment but can ultimately be very rewarding given you establish a strong balance between your work, uni, and personal schedule.

03

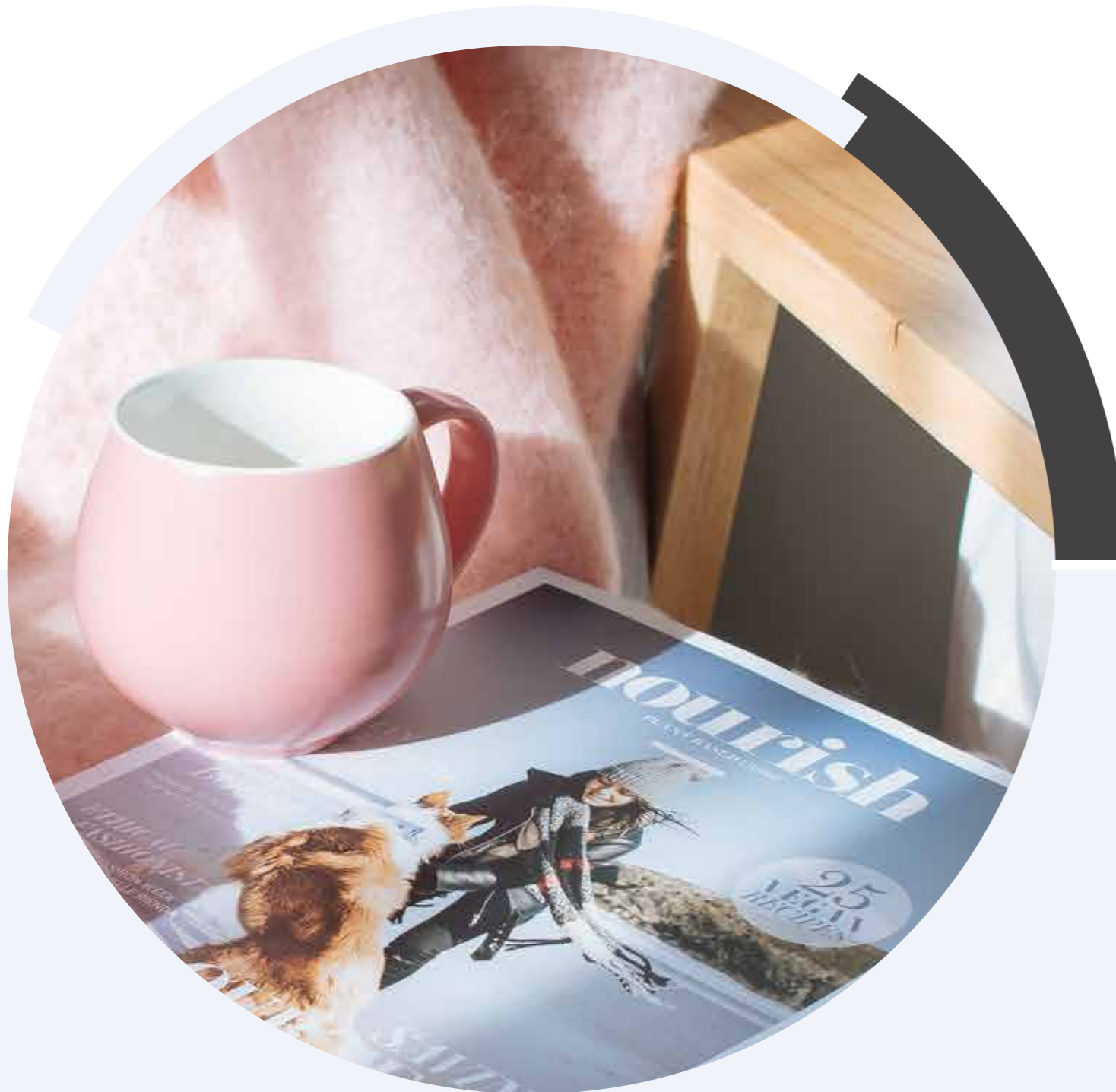
Marketing Fields

Marketing is a versatile skill that can be applied across any industry, combining aspects of **creativity** and **strategy**.

In this section, we take a deeper dive into the field of marketing and explore a selection of **potential career pathways** you can take!

We've interviewed **industry professionals** (all from established companies such as **KPMG, WooliesX and Canva**), to talk about their fields of specialty, including **Search Engine Optimisation, Marketing Consulting, Brand Management** and even **UX/UI Design!**

Read on to find out more insights on marketing, as well as key skills and relevant tasks involved with each role.



Brand Management

Top Skills

- Communication
- Critical Thinking
- Customer Focus

Career Pathways

- Brand Manager
- Product Manager
- Campaign Manager

Brand Management is an integral function of marketing that relies on developing **strategies** to increase a customer's **perceived value** of a product over time. Effective brand management involves building **customer loyalty** and raising **brand awareness** to boost sales. The ultimate goal in brand management is to build **brand equity**. Brand equity is the price above the product's value that customers are willing to pay to acquire the brand over for example, a generic brand.

A career in brand management will entail **analysing customers** and their perception of the brand and **coordinating with various teams** to develop strategies to build brand equity and loyalty. The goal of a brand manager is to seek **innovative** ways to maintain **brand perception** to **retain its loyal customers** and **attract new customers**. This involves maintaining **intangible** factors such as the customer experience, as well as **tangible** factors such as the product's price, associated colours and design of the packaging.



Jessica Sun

Assistant Brand Manager

“ My advice would be to actively seek out growth opportunities - these could be uni programs, internships or part-time jobs where you can learn important skills. ”

What does a typical day in your career look like?

Everyday is different because it's very varied and there are also different priorities at certain times of the year. My role is to lead the end-to-end development and management of a portfolio of products. There are three key parts to my job. The first is strategy and planning. I facilitate meetings to come up with product innovations, understanding consumer needs and gaps in the market. Next is execution, where we work with a range of retailers as well as the supply chain providers to ensure products are up to par. Finally, analysis where we reflect upon the performance of the product and our competitors.

Brand Management

Did you pick up any extracurriculars in your time at uni and how did those experiences come into use landing your later roles?

Extracurriculars were a big part of my early uni experience! Probably one of my favourite uni experiences was getting to travel overseas to Norway and New Zealand to compete in case competitions, solving real business problems like how to grow New Zealand's sustainable tourism industry or optimise the supply chain of Norway's largest construction group. These experiences really helped me build foundational skills like teamwork and the ability to work under pressure, both of which are valuable skills in my current role where I often have to work with multiple stakeholders - from legal, regulatory, supply, sales and finance - to bring products to life. Though uni societies and case competitions, I was also exposed to a lot of presentation opportunities. I often had to sell products to leadership teams or external retailers, as well as lead team meetings. It's good to have early exposure because it helps you develop into a clear and prepared presenter.

What led you to pursue your current role at Reckitt?

Before my current role at Reckitt, I had two internships - Risk Management at EY and then Operations and Strategy at an early stage startup. Although I've been lucky to work with great teams over in my previous roles, the team at Reckitt stands out for being truly collaboratively, friendly and fun. I love my current role because I'm making an impact on everyday people - seeing the physical impact of my work with physical products.



What's an unexpected skill or task you've learnt and taken on in your current role?

Something unexpected and a fun thing I've picked up from work is that I can probably identify a good portion of fragrance notes in a perfume or fragrance! I work in Air Care so think candles, reeds, room sprays and diffusers.

What advice would you give to students who want to figure out which field they're best suited for?

Figuring out what field I wanted to go into was definitely something I struggled with! My advice would be to actively seek out growth opportunities - these could be uni programs, internships or part-time jobs where you can learn important skills. And from your experiences, figure out what you enjoy and where your skills lie within.



Digital Marketing

Top Skills

- Problem Solving
- Adaptability
- Data Analysis

Career Pathways

- Search Engine Optimisation
- Social Media Marketing
- Brand Management

Digital marketing, also known as **online marketing**, is any form of marketing that utilises **electronic devices** to convey **promotional messaging**. It occurs through an **online channel**, such as search engines, social media, email, websites, etc. It focuses on **connecting** the business to a wider **range of audiences** and reaching more individuals.

In the digital age, digital marketing has become **vital** to businesses and **brand awareness** because of how **accessible** digital channels have become. Having a **strong digital marketing** strategy allows a business to reach a larger audience than traditional methods, as well as **target the niche** that are most likely to purchase its products or services. It is also a more **cost-effective** method of advertising, making it an **attractive field** to work within.



Matthew Kind

Practice Lead for Customer Activation

“ Take every opportunity you get, learn what you can, work hard, and over time you will end up in a role that you love. ”

What does a typical day in your career look like?

Now a business is broken down into tribes and practices, and tribes are where the delivery work is done while practices' main focus is on team development and on building capabilities. My role as a practice lead is to ensure our marketing team members, across all of WooliesX are constantly learning, developing, and growing to ensure best in class delivery in their tribes. I connect often with leaders of the teams in the practice to ensure that they're the right support in their roles and for their teams. I connect often with tribe leads also, who are responsible for the delivery of the work within a tribe, and I help them navigate through opportunities and challenges and also discuss often future capabilities that we need to consider in our practice to drive each tribes future objectives.

Digital Marketing

What is the difference between Woolworths and WooliesX?

Woolworths is the corporate brand which includes the likes of woolworths supermarkets, BIG W, and other brands also, whereas WooliesX is a part of Woolworths, and as we like to say it contains the brightest minds in ecommerce, technology, media, and data to transform the way people live and the way people shop.

Was your degree useful for you going into the workforce and getting you to where you are now?

Yeah, my degree was super useful in helping me get my first role. And my first role was not a traditional marketing role. My first role was actually a sales role selling bricks, which is a super exciting product. But the degree did help me get in the front door, which was great. And this was a really good role, really good entry into the workforce for me. I was running a sales office. It helped me understand how businesses operate, it helped me learn how to work with people and also how to deal with customers. So for me, this role is a great place to start. I was lucky to land a marketing role about 18 months later.

Given that marketing has so many specializations, what advice would you give to marketing students who want to find which field they're best suited for?

There's probably two places I would start. Number one is if you have a passion for a particular industry start there. Sometimes a new role or a new company will be more important than industry and you will only know at that point in time, depending on



your motivations, what is important to you. The second consideration is whether you have a passion for a particular field of marketing. Do you have a passion for data? Do you love the idea of digital marketing? If you can combine an industry you're passionate about with the marketing field that you love, then that should provide you with some real focused options. And if you're not there yet, don't worry. I didn't land in my passion field of marketing until I worked in many, many marketing roles, and that's okay because each role gave me learnings and experience which ultimately helped me land where I am today.

What's been the most challenging thing and the most rewarding in this role?

For me, leading a team is definitely rewarding, and it's great to see your team thrive and grow. It's amazing to see your team build their skills, growing confidence and develop marketing maturity over time.



Marketing Consulting

Top Skills

- Leadership
- Analytical Skills
- Problem Solving

Career Pathways

- Marketing Consultant
- Campaign Manager
- Social Media Marketer

Marketing consulting assists companies in creating and implementing the most effective **strategies** to **reach, engage and convert** their target audience. These strategies are formulated by marketing consultants, who create a detailed marketing **plan**, determine a business's marketing **message**, and identify the appropriate mix of marketing strategies based on the client company or the specific project.

Marketing consultants must adopt a mix of **technical** and **soft skills** to work effectively with their **clients**. The devised strategies are often also executed by the consultant, who monitor results through the use of **analytical tools**, tweaking campaigns accordingly to ensure **optimal marketing results** for their clients. They can also help to **evaluate** current marketing efforts and make suggestions for improvements through devising, planning and implementing new **marketing campaigns**, or **offer solutions** for workflows and **new methods** for reaching and converting consumers.



Bella Luciani

Customer Brand and Marketing Consultant

“ There are so many amazing clients and marketing problems that I get to experience. It built foundational skills I will carry with me no matter where my career ends up. ”

What does a typical day in your career look like?

As a consultant, we work in teams on engagements with a client on a big problems. On a day to day level we always start with a client meeting where we get to chat about what our focus is for the day, any blockers, but then we could do things such as workshops which are quite fun. You get to talk about the problems, ask questions and it's basically an interview where you get to find out really cool insights as a third person. It's a really rewarding experience, because there can be late nights — you're working in a team environment that becomes your family because you're speaking to them for hours and hours. Everybody comes together and helps to create a solution, which makes me really enjoy the whole process.

Marketing Consulting

Do you have any recommendations for soft or hard skills that students should pick up to help them when they're looking for roles?

Presentation skills are a big in consulting, and it's even the small things such as how you speak to clients on a client call, or speak with your peers when sharing an idea. Getting comfortable with using your voice and collaborating is a good skill to have, because you can always be taught certain technical skills. This is what they tell us at KPMG — we can teach you what Human Design Thinking is and how to use Excel or whatever it might be, but practicing and talking to people, collaborating and working in a team is a skill that would take you far in consulting and you should learn this early on.

Was there anything you picked up in your time at uni or any highlights that you can chat about?

Extracurricular activities at uni was such a great opportunity to have a life beyond just studying. Something that springs to mind would be my involvement in Capital W, the Women in Business society. Not only was it great from a social perspective but it's brought up in some of my interviews, so getting involved in something greater than just your studies would serve you well.

Would you be able to walk us through your journey from university to your current role?

I graduated recently and looking back at uni, I really wanted to take on all the opportunities that UNSW could offer. In my second year, I interned at a real estate services firm in marketing. One role that stood out to me was my internship at Westpac. I actually got



this role through the UNSW industry experience program which was such a great opportunity because it was actually built into my degree. UNSW was really instrumental in helping me get that role and I highly recommend doing an industry experience program for sure. Overall, I ended up doing four internships throughout uni in varying areas of marketing, in small organisations and bigger ones. It was cool to discover what I wanted to do after uni because I was quite unsure for a moment there, like most people are.

What's a piece of advice that you would give to your uni self?

It would be do a consulting case competition, because I never did those and I heard such good things about them. I think it would have given me a taste of what consulting would be like before going into it. Speaking from experience, it's fine if you haven't done one, but I would have loved to have done that.



Product Management

Top Skills

- Communication
- Analytical Skills
- Customer Empathy

Career Pathways

- Product Manager
- Product Marketer
- R&D Specialist

Product marketing management is the process of **bringing a product to market** and overseeing its overall success. Product marketers are focused on **understanding and marketing to customers**. They drive **demand** and usage of the product, focusing on processes such as product positioning, sales enablement, product messaging, buyer personas, metrics, meeting customer needs, and product demos.

Product management sits at the **intersection of business, technology and user experience**. It is the practice of strategically driving the **development, market launch**, and continual **support and improvement** of a company's products. A product manager helps manage the research, design, testing, and go-to-market strategy of a product, software, or service. Product managers liaise with their company's **engineering, user design, marketing**, and **sales** teams to successfully take a product from development to launch.



Anya Wu

Associate Product Marketing Manager

“ Since everything is becoming more and more digitalised, I think that product marketing will become an important part of many companies in the future. ”

What does a typical day in your career look like?

Product marketing is really the glue that connects the different teams together. What we do is bring user insights into design, product management and engineering teams to help them show the value of our company and products in the most straightforward way for consumers. Typical work in product marketing would involve market research, where we learn insights from users and how other competitors perform. My day to day work also involves constant communication with different teams.

Product Marketing

What skills are useful for a product marketing role?

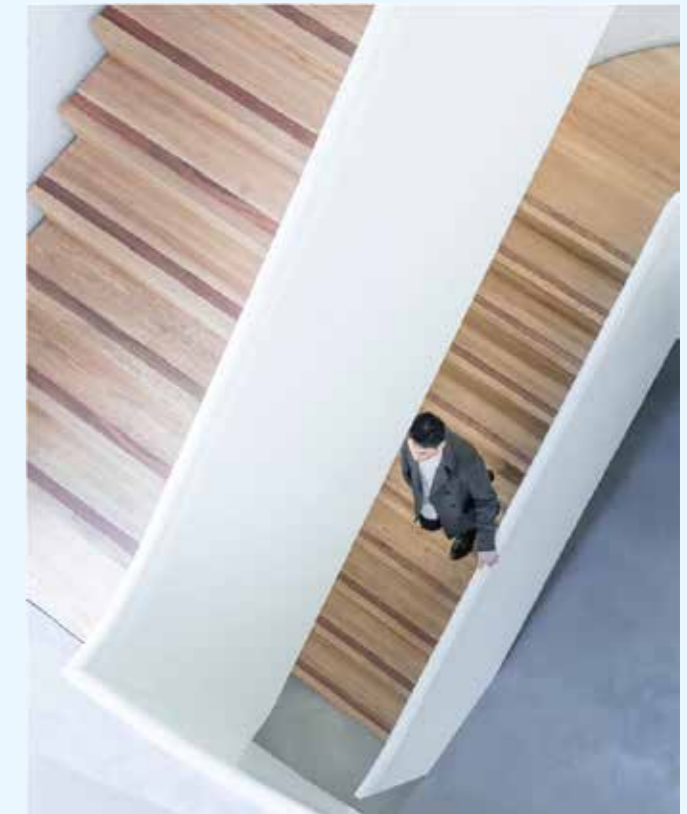
Some technical skills include market research and analysis, competitive analysis, messaging and positioning. In terms of soft skills, I think it is important to develop strategic thinking as product marketing managers, as we need to see the big picture to understand how to solve user problems.

How has your background in finance and business analytics shaped your experience?

I started my bachelor degree in UNSW majoring in finance and accounting and also studied Business Analytics at USYD after three years. At first glance, these may not be directly related to product marketing, but if we think deeply, there are actually a lot of similarities. In finance and accounting, you deal with lots of data to find insights and patterns. This is similar to conducting market research, which involves exploring qualitative and quantitative data to find opportunities and insights that we can use.

Why did you decide to work at Canva?

Several of my friends work at Canva and they would always talk about the culture and how it nurtures their personal growth. Everyone respects your own growth and truly encourages you to do the best work. It is an inclusive and respectful culture. Through many volunteering activities, you can see how Canva is committed to diversity and their values. That is one of the main things I love about Canva and why I believe the culture here is so special - it is not just about the company, but about also doing good and helping the world.



What do you think the future looks like for the product marketing field?

I think product marketing is quite a new area when compared to the traditional marketing field. I think it is definitely a very promising area that will keep growing, especially in tech companies. Since everything is becoming more and more digitalised, I think that product marketing will become an important part of many companies in the future.

What are some of the challenges or setbacks you have faced?

As English was not my native language, everything was overwhelming when I first came to Australia. I was afraid to ask questions or really express myself. Although this is still a challenge for me now, I think this has helped me become more resilient and encouraged me to speak up for myself and look at things from different angles.



Search Engine Optimisation

Top Skills

- Critical Thinking
- Analytical Skills
- Adaptability

Career Pathways

- Search Engine Marketer
- Business Marketing Consultant
- Marketing Analyst

Search Engine Optimisation (SEO) is a field which aims to improve a company's site in a manner which **increases its visibility on search engines** against relevant products and services. The more **exposure** a site gets within search results, the more likely it is to **attract potential customers**. Search algorithms are designed to use **bots** that collect information about sites and organise them into an **index**, accounting for different factors which creates the order that pages appear in. It is an imperative field in marketing as it garners attraction and exposure for brands and helps them **rank higher** than other brands in search results.

Similarly, Marketing Research Analytics **extracts information** about a brand's target market, customers and marketing schemes. It is a field which **generates insights into the business** and reports on unachieved results for brand improvement. It aims to identify and solve marketing issues, allowing brands to **target problem areas** and **streamline improvement schemes**.



Irene Cai

SEO & Content Executive

“ Sometimes it’s just good to sit back and relax and trust that everything will work out, as it always does in the end. ”

What does a typical day in your career look like?

Since we are an agency, every day is kind of different, which is what everyone says, but it’s true because we work across all different range of clients. Some days, if we have like a new client, we will be doing keyword research. Other days I just spent the day creating content briefs. Sometimes I also could be performing a technical analysis, which is looking at the website and the technical changes that need to me made.

Search Engine Optimisation

What is SEO and how does it work?

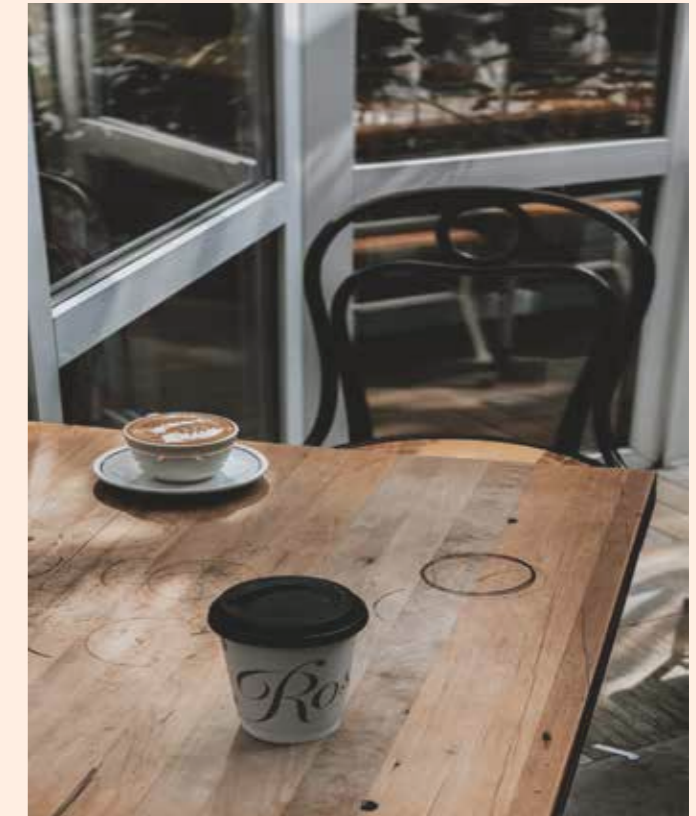
SEO is search engine optimisation, so essentially it's optimising content. It could be a website or it can be Instagram - anything really to optimise a platform, so it has a better chance of turning up in search engines. The point of it is to find maximizing ways to get organic traffic to a website. We help our clients with a few different things, whether it's things like link building, which is getting a link from a different website back to client's website, or if it's creating content that goes on their own website, so that would be called like onsite content.

What is a technical/soft skill students should try to develop in university that will better prepare them for SEO?

When it comes to technical skills, definitely upskilling as much as you can make use of the free learning courses that you get from LinkedIn learning. In terms of soft skills, communication is key. Whether it is working with other people in your assignments or if it's like with your friends, it will really help later on when when you work in a team environment. It even helps when dealing with clients and doing presentations.

Prosperity Media is an SEO and Content agency, could you explain how content works together with SEO as a broader marketing strategy?

We help our clients by making like long form content and with that, we are targeting specific low competition keywords that can help reach the right audiences. We can help improve the likelihood of the website's content appearing in a search engine and this can also help maximize the chances of gaining organic traffic from search engines.



I'll use Google as an example. If I was to look up laser hair removal, they know that I'm in Sydney and maybe in the past I've looked up things that might be related to laser hair removal. Using those signals, they'll try and show me a website that they think is most relevant to me. Since I'm based in Sydney, they'll show me Sydney related stuff.

Which client did you like working with the most and what made it most memorable?

We manage a lot of clients from different industries but I would probably say my favorite is Gathar. They're an Australian based platform where people can book a private chef for an elevated catering experience and we've been working with them probably since April 2022. They've recently launched in the US so it was amazing to see our hard work come to life on the US website and how we're making a positive impact on their overall business.



UX/UI Design

Top Skills

- Creativity
- Visual Communication
- Problem Solving

Career Pathways

- UX/UI Designer
- Digital Marketer
- Graphic Designer

UX/UI Design is a field that combines both **technical** and **creative skills** into one, focusing on generating the best **user experience (UX)** and **user interfaces (UI)** within modern day technology. UX determines how consumers **interact** with an interface, whilst UI focuses on **designing** the look, feel and general aesthetic of the interface. As a career, UX/UI involves **sketching, prototyping, designing** and most importantly, collaborating with others to deliver the best product.

A career in UX/UI Design will require a higher level of technical skills and knowledge than a typical design degree. These skills include **coding, software development alongside strong attention to detail and eye for design**. Therefore, working within the field of UX/UI design will stretch both your **creative** as well as **technical limits** in order to deliver visually impactful results under strict deadlines.



Patrick Zamuco

Service Designer

“ I think human-centered design truly gives you the opportunity to make a direct positive impact on people’s lives, which is fulfilling in itself. ”

What do you love most about what you do?

Every project I’ve been on is always focused on trying to gain a deep understanding of a customer’s unique needs and pain points, it always keeps things interesting. I think human-centered design truly gives you the opportunity to make a direct positive impact on people’s lives, which is fulfilling in itself. Within Service Design, you get to work through complex problems that involve both business and human needs alongside other researchers and designers in a super collaborative environment. There’s plenty of knowledge sharing which I appreciate because I’m able to learn from other disciplines everyday.

Did you pick up any extracurriculars in your time at uni? Did they help in landing your later roles?

I was mostly involved with MarkSoc from 2019 - 2021. As Director and Secretary, I learned how to effectively communicate and to tell a story when you present your work. Running board meetings, strategy days and inductions in MarkSoc helped me understand how to gauge an audience’s reaction. Even now, I run our design team standups and run workshops, which without my previous experience in MarkSoc, would've been more difficult.

What was your first internship? First grad role? What was your experience like?

My first internship was at an advertising agency in Sydney called The Works. My job was mainly planning content for clients’ social media pages. I had some hands-on experiences, but I was mainly there to learn and observe. I cold emailed around 50 different agencies and they were one of the two that got back to me! I learned a lot about working for clients and what was involved for content strategy. As for my grad role for next year, I’ll be starting at Atlassian as a Product Designer!

Any advice for uni students looking to enter UX/UI Design today?

Start a portfolio as soon as possible. I had no professional design experience before my current role, but I did have two passion projects which I worked on in the summer to show that although I don’t have industry experience, I was keen to learn and I have somewhat of an understanding. All design roles will require you to talk through previous work, so its essentially a massive



portion of your application as a designer. Another piece of advice, which I would stress is equally as important, is knowing how to tell a story through your work. Having a structured presentation and communicating how you identified a problem space, conducted research, collaborated with others, came to a solution is something you’ll have to do on the job.

What led you to pursue your current role at Westpac?

I actually found my current role from Hatch! It’s been quite different from previous roles because I have so much ownership of my work. Managers will trust you to carry out parts of the design process with support and guidance, and constantly ask for your input and opinion. The work is always stimulating and challenging so no two days really look the same and there’s always new problems to solve which I enjoy.



04

Insights from Maggie Dong & Graduates

In this final section, we feature insights from the new **Head of Marketing at UNSW - Maggie Dong**, who not only provides her knowledge on what students can gain from studying marketing at UNSW, but on **upcoming key trends** that may develop within the industry in the coming years, as well as her personal **recommendations** on how students can **get involved** within the field of marketing.

We also interviewed **recent marketing graduates** to share their insights on their marketing journeys, what their current jobs are like and what advice they have for students looking to enter their field of work.

Interview with



MAGGIE DONG

Head of Marketing School at UNSW

How did you find an interest/pursue a career within marketing? Do you have any advice for students looking to do the same?

When I was in college, I found myself more interested in the subjects of dealing with external stakeholders, especially customers. I didn't see myself a salesperson type, but I was keen to figure out the good strategies for communicating and delivering value to customers.

So, my advice for students: **Don't let the existing perceptions or norms about a profession bound yourself.** Every profession requires **multiple traits or merits.** And people who are good at a profession do not look the same. An introverted person can be an excellent salesperson; a

less organised person can be a good accountant. You need to have a comprehensive self assessment. Know yourself and **leverage your strengths.**

How has the return to campus for classes and exams changed your methodology of teaching?

I think it gives me more opportunities to employ my teaching philosophy of experiential learning. I hold a strong view that learning is not the mechanical collecting of information but the process of **understanding** and **applying** the knowledge through **learning-by-doing** experience and by **reflecting** on the experience.

It is especially true for business disciplines. Compared to online classes, face-to-face ones can facilitate more **indepth interactions** with students, involve them into experiences for business problems and ask them to reflect on their experiences either individually or in groups.

The COVID-19 pandemic has transformed the strategies within digital marketing and the role of digital marketers. What are the next key trends you anticipate to develop over the next few years?

I would think it to be **metaverse.** Despite of the criticisms, **virtual world platforms** such as Minecraft and Roblox have become part of youngsters' everyday living, especially during the social distancing lockdowns. I am looking forward to seeing the **transformation** pushed by Meta Platforms and others. I also believe it is increasingly important to figure out the **role of VR** and **AR** in such marketing transformation.

What are the pros and cons of studying marketing at UNSW?

Pros!

Fun courses: marketing courses are engaging, and teachers expect students to **interact** and **voice out their thoughts** in classes. Many analytics-related courses use real-world problems and dataset to enable students' problem solving.

And marketing courses are **very applicable.** For example, in my course Brand Marketing, I asked students to do a project of promoting the student themselves as a personal brand for their career development. It is about **branding** and is also **career-oriented.** Students find it very **helpful** for their job **interviews.**

Cons?

I **don't really see the cons,** perhaps because I am really into Marketing. Marketing courses expect students to have their own critical thinking, which I think is great and needed to **cultivate capabilities** for **real-world problems.**

“ DON'T LET THE EXISTING PERCEPTIONS OR NORMS ABOUT A PROFESSION BOUND YOURSELF. ”

Do you have any recommendations for how students can get more involved/keep up to date within marketing? (could be uni extracurriculars, online programs etc.)

Thank you for this question! It reminds me of sharing the information of some really cool monthly seminars and symposiums to students. Our school is devoted to disseminating the **cutting-edge knowledge** in marketing among **scholars** and **practitioners,** so we organize both research seminars and symposiums/events for industry people, such as the Marketing Analytics Symposium-Sydney. Information can be found at <https://www.unsw.edu.au/business/our-schools/marketing/news-events/seminars-conferences>. The topics of these seminars are all with **real-world relevance,** investigating **marketing problems** faced by Uber, Spotify, Amazon, etc., though the techniques covered in these seminars may be a bit advanced to undergraduate students.

The 2022 Marketing Analytics Symposium-Sydney (MASS) was successfully held on 26 & 27 May and showcased UNSW's strengths in marketing analytics for both **research and industry practice.** The event received a superb result, with 128 delegates (similar to the pre-Covid numbers) and a good mixture of **industry** and **academic** delegates from **all over the world.** The speakers were leaders in both academia and industry, from eBay, Amazon, Telstra, Wharton, MIT and more. Many delegates gave the feedback that they were impressed by the **world-class quality** of the presentations and the combination of **innovation in thought** and **excellence in practice.** Now we are preparing for 2023 MASS.

GRADUATE INSIGHTS

Canva



Sarah Wilson

Product Marketing Manager at Canva
Bachelor of Public Communication and Creative Intelligence

Describe a typical day at your job.

Essentially, a Product Marketing Manager (PMM) **connects sales and marketing to product teams** (engineering, product managers & designers) to ensure internal alignment or as we like to say at Canva, “rowing in the same direction”. So, this means that each day is different. Some days I will be creating a go-to-market strategy with marketing whilst other days involve **brainstorming with engineering on how we can optimize our product**.

What do you love most about what you do?

I love the variety that being a PMM involves. I particularly enjoy **being an advocate for our customers**. I recently completed customer interviews and found the entire experience really valuable to truly understand our customers’ perspectives. Alongside

talking to customers, I also enjoy the creative side of being a PMM. Creating messaging and positioning for new feature releases to **best communicate how this new feature works** and what solution it is providing for our customers is always a fulfilling aspect to the role.

Did you pick up any extracurriculars in your time at uni? What skills did you gain from your time in uni that helped you with your career?

Yes! I was **Marketing Director of a Women’s Networking Society at UTS** and I found having this extra-curricular amazing to talk about in interviews as they displayed what I was passionate about. Also, having to pivot the society’s business model due to COVID was a valuable learning experience and also showed potential employers my ability to adapt to fickle situations and solve problems.

Any advice for uni students looking to enter your field today?

Do your research! Look into what the company you’re applying for stands for – what are their values and do you align with them? If you’re applying for a PMM position, get to know the product as much as possible. Create an account, and ask yourself if you could market this product. Lastly, you deserve everything you want out of a career – **back yourself. You got this.**



Emily Yin

Customer Marketing Manager at Nestlé
Bachelor of Commerce (International Business) and Media

Describe a typical day at your job.

Collaboration and organisation. I start the day with planning out key priorities both internally between Brand Marketing, eCommerce, and the Coles Team; and externally with our Coles contacts. It is extremely important for me to **be aware of the timelines and requests** from Coles everyday to maintain the rapport our team have with them and **ensure projects are on track across the various channels** of Coles including Flybuys, Online, in-store marketing and even to buyers.

One part of my job is **search** which effectively involves optimising our search strategy in line with business priorities, and ensuring we are optimising based on seasonality, promotional programs, best performing products and the external shopper climate on a day to day basis. Another aspect is **creative development** and **campaign bookings**

where I help coordinate with our Point of Sale Leads, the best practices which each of the Coles channels are executed.

What do you love most about what you do?

I love that I get to **collaborate** with so many **diverse and skilled individuals** in the business. As a Grocery eCommerce Lead for the Coles Account, I am across **different business units** including Coffee, Dairy, Snacks, Confectionery and Foods working on a wide variety of brands which are known and loved in Aussie households. I also love that being a shopper and a marketer in the FMCG world, I can alternate between the two hats to best articulate both at a strategic and creative level what will ‘stick’ with a shopper. The familiarity and **relatable experiences** which shopping and shopping grocery has, allows us to better understand and reflect on the growing pressures or trends which may impact our business decisions.

What skills did you gain from your time in MarkSoc that helped you with your career?

MarkSoc is a pivotal part to my career even till today. The 3 years of learning and leadership has allowed me to work on many skills including stakeholder management in the professional world (Careers & Sponsorships), creative development and reviewing (Marketing). This experience has **translated into real life case studies** which I could share with HR in interviews but also apply these technical and interpersonal skills on the job.

Any advice for uni students looking to enter your field today?

Try new and different things. There is no perfect path but rather a career portfolio which you can build, mending what you love, what you’re curious about and how you can do this all for work! Marketing and in particular, digital marketing will continue to grow and **if you can showcase both your creative expression and technical skills** such as data analysis and challenge the ways of thinking which a business has set in stone for many years, **the online space will be yours to play with.**



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