

Career's Guide

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MarkSoc 2020



PRESIDENT'S ADDRESS



At UNSW Marketing Society (MarkSoc), we are dedicated to delivering support, greater value and opportunities to our students. We are now living in such a dynamically shifting global business and marketing landscape, from constantly emerging technological developments to economic threats from a world-wide pandemic.

Now, more than ever, students need support and guidance to navigate the daunting transition from university into the work-force.

As such, I am delighted to introduce our 2020 Careers Guide - one of many of our initiatives to bring greater value and support to you. Our Publications and Careers & Sponsorships Teams have worked tirelessly to provide you with insights into the many pathways into the marketing landscape. Whether you are a marketing major or simply interested in what the marketing industry can offer, this guide is our gesture of guidance and support.

I am excited to see where the future will bring you and implore you to take control of it now, and make your mark today.

~ samantha chung



a note from your

PUBLICATIONS DIRECTORS

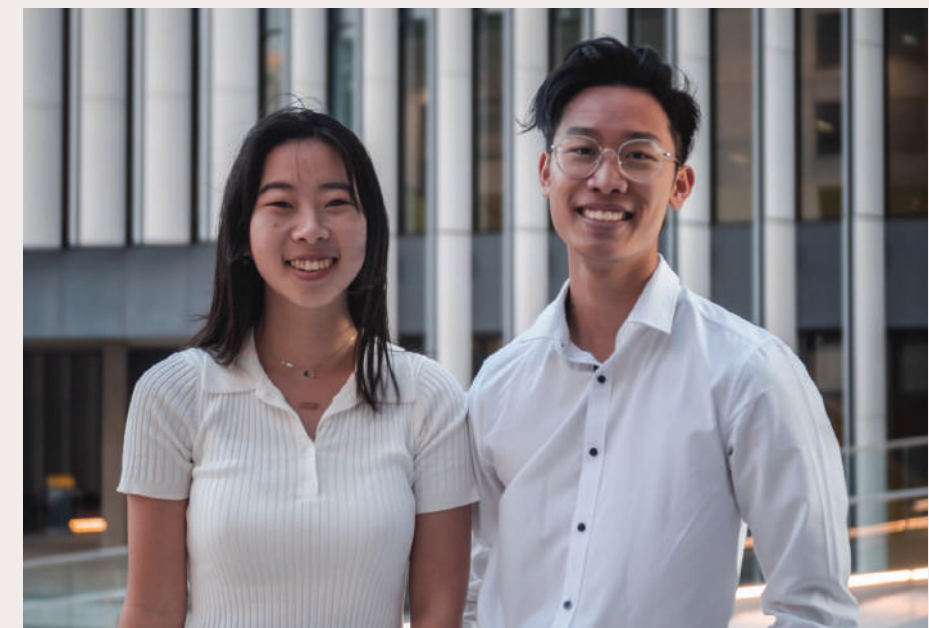
MarkSoc's goal is to help students realise their potential in marketing. In realising this goal however, we've found that students are often unaware of all the opportunities a career in marketing can open.

We created this guide just for that purpose: to demystify a career in marketing. Inside, we'll be going in-depth into all the career paths marketing can offer, provide our top tips and advice for how to network and use LinkedIn professionally and finally wrap things up with an overview of a major in marketing. We're privileged to say that throughout the guide you'll find interviews, containing valuable insights ranging from marketing graduates to the Head of the UNSW School of Marketing.

So for those just curious about marketing or pursuing a career in marketing, we wish you all the best and hope you gain something valuable from the guide.

Thanks for reading!

~ rain wang + aaron wu



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01

KICKSTART YOUR CAREER!

A Career's Guide wouldn't be complete without essential advice for kickstarting your professional career! In this first section we'll go through the importance of Networking and using LinkedIn. We'll also provide our top tips for how to use these tools professionally and clarify a common point of confusion: the difference between working in a marketing agency versus a marketing department.

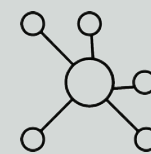
SELECTION



& Networking Marketing



What is Networking?



Networking is the process of meeting and exchanging information with new people with the purpose of developing mutually beneficial relationships. In the context of marketing, Networking is the means by which you broaden your connections and relationships within the marketing industry, whether that's face to face at networking events or through platforms such as LinkedIn.

Why is it important, specifically for Marketing?

Networking will give you a competitive edge throughout every aspect of your career. For students, it's a means by which to keep up to date on the latest trends within the industry and job market and meet potential mentors, partners, and clients. With a greater emphasis today's on digital marketing and social media use, aspiring marketers must broaden their networks to remain competitive. It's likely networking will help you land your graduate job faster, and even potentially meet your future boss at your dream job.

TOP NETWORKING TIPS

from your exec team :)



samantha
MarkSoc President

Go in with questions prepared! These industry representatives have taken their time out to spend with you; most of them want to see you gain something out of it, but if you come in empty handed without preparation they won't be able to help you.

Research, don't ask questions that you can find online. Otherwise you're not only wasting your own time, but their time as well and they won't appreciate that.

Relax! Don't go into it thinking you have to gain something out of it, or that if you don't wow someone you've somehow failed. Be natural and you'll enjoy your time regardless!

These professionals were once in your shoes so ask them questions on what they wish they knew that would have helped their transition into the industry easier or what they would have told their old self. Often professionals will provide not only industry specific advice but also advice on how to develop yourself as a young professional which is equally as important.

Talk to everyone you can in the room, make the most of your networking opportunity. It doesn't matter what anyone else in the room thinks because in the end, you are there to help YOU achieve your goals.

Though professionals will be more than willing to talk about themselves and their experiences, make sure you go into the networking session with a clear idea of how you want to portray yourself. Ensure that you know how to reply when someone asks about your personal goals and professional goals. Be ready to talk about yourself and what you study when you need to!



nancy
MarkSoc
Vice President
(External)



tania
MarkSoc Chairperson

The 4 P's: Polite, Practical, Purposeful, Position! If there are several people you want to talk to but little time, make sure you divide your time up between speakers. Be very polite and approach with a purpose (know what you want to ask them and what topics you want the conversation to be about!). Lastly, make sure to stand either directly next to the speaker and give them eye contact so that they know you are completely engaged with the conversation.

Read up on recent trends or successful campaigns on *Mumbrella* or other marketing related materials to help ground your questions and aid in understanding the technical know-how of marketing!

Tip!: Try googling what "SQL", "SAL", "MQL" is to get a basic understanding of how sales and marketing work together!

Ask open ended questions! Yes/no answers are always boring and lacklustre, make sure to ask the industry professional questions they are willing to talk about! Try to get them to open up about themselves - everyone loves talking about what they've been successful/ unsuccessful in so try that!

In any networking situation, remember that everyone is as nervous as you! I have been to so many events where representatives are left standing awkwardly because everyone is scared to approach them. Not only will they appreciate you helping them out of this awkward phase, but a simple "hello how are you?" can definitely go a long way. Remember that they took out THEIR time to come network with students; it is a choice and they will 90% of the time be super friendly so don't be shy.

Be ready to ask at least 5 questions in case the conversation runs dry. Be prepared to show that you are a strong communicator because this is one of the main things they look for.

Be courteous and treat them like an industry professional rather than as your 'pal.' It is important to build rapport but there is a difference between professional and casual rapport. Once the conversation has been established and both are comfortable, that is when it can be more informalised. However at the beginning, be as professional as possible.



james
MarkSoc
Treasurer

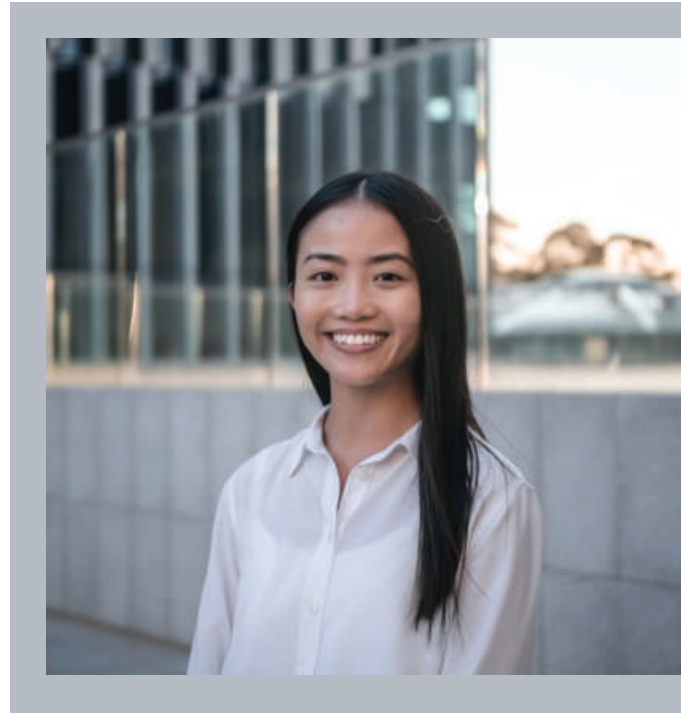
Staying LinkedIn

What is LinkedIn?

- LinkedIn offers the ability for any aspiring or skilled professional to network on a global scale. From attaining business connections, to job opportunities, it is the platform to actively scroll through today's competitive job market.
- For students, LinkedIn allows you to publish your professional accomplishments, from case competitions to writing your very own articles, and is the best way to start your professional portfolio in a familiar newsfeed-like format.

Why is it important, specifically for marketing?

- For aspiring marketers, LinkedIn is the home to opinion pieces, latest trends and analyses of the most competent professionals in the industry. As they analyse campaigns and the most relevant business updates, it is important, now more than ever, to be aware about the opportunities and threats brands are experiencing.
- Not only do you learn a new perspective but you also have an opportunity to connect and follow professionals you would like to hear more about. By sending a simple LinkedIn message of affirmation, the recipient may even become your future employer.



Emily Yin
MarkSoc Careers and
Sponsorships Director

"The modern myth of LinkedIn being the professional Instagram limits its true capacity"

Our Top Tips for Using LinkedIn



JAMES
Treasurer

Connect with HR recruiters from your dream companies! For example, I added all the HR managers and recruiters from some of the big law firms. Did they know me? No. Did most of them accept anyway? Yes. Obviously not everyone will, but gotta be in it to win it!

Don't feel shy popping up to a random connection who you are interested in. If they work at your dream company, introduce yourself and ask about the industry. There is no harm in reaching out as long as you are kind in your approach.

HOT TIP:
Have a profile picture! It's so important that people get to see who they are connecting with!

LinkedIn is so good to find recruitment ads!! Can't stress this enough, you can filter accordingly and get updates, so you can be one of the first people to submit an application.

2

Reaching out to industry connections on LinkedIn is a great way to strike up conversation. Don't be afraid to reach out to alumni to ask for some tips if they have time - just make sure you're genuine!

1



SAMANTHA
President



NANCY
Vice President
(External)

1 Although it is important to connect with industry professionals, you also want to diversify and connect with people that have occupations irrelevant to your dream job. It's a good idea to get an understanding of what everyone else does to broaden your knowledge of different industries, as you might need help specific to their industry in the future.

Reach out to randoms on LinkedIn by introducing yourself and asking for a chat. Ask them questions and add new connections every day to build your LinkedIn connections.

2

3 Stay active on LinkedIn! Like your connections' posts and comment when they get a new role to maintain that connection, and who knows? They might one day help you land a new job!

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HOT TIP:
Lost all motivation? Reading some LinkedIn articles from motivating leaders in the industry will help you with insight on how to overcome challenges, you got this!

Provide a short description of all past work experience/volunteer work on your profile so that employers understand the roles/responsibilities and what you learnt whilst at work.

Follow a lot of pages and companies, whether or not you want to work in that industry. The articles they release are always an interesting read!



TANIA
Chairperson

marketing agency

vs

MARKETING DEPARTMENT

A marketing agency is responsible for a portfolio and several accounts, otherwise known as clients. Such clients can range in size, background and fields - all depending on what the agency may specialise in. An agency may have companies in beauty, travel, lifestyle, architecture and so on. As marketing agencies continue to rise alongside their demand, large marketing agencies such as Ogilvy are competing with smaller ones who may even work on domestic and international brands.

As referred to earlier, agencies often work in smaller teams and a tight-knit culture which promotes agile decision-making. Agencies are a great way to expose future marketers to different interests, brands and marketing campaigns.

In a marketing department, otherwise called as 'in-house', internal visions and branding guidelines are commonly reiterated in campaigns, strategies and content surrounding the company's marketing. There commonly is less communication to external stakeholders but more levels of management and approvals to follow. However, the products/services offered are in the hands of the company itself rather than in a portfolio, a key to avoiding miscommunication and a loss of vision when engaging with external stakeholders.

Nowadays, in-house marketing is not as prominent as it was several years ago, with outsourcing occurring particularly in small-medium enterprises. However, the control of marketing is maintained by large corporates when executing in-house marketing. Future marketers who land a role in a corporate will embellish and focus the team's efforts on the company's marketing vision.



MARKETING FIELDS

From Social Media management, PR and Advertising to Event Planning, this section highlights the variety and flexibility a career in marketing offers. We'll take you through each marketing field, explaining what you'll be doing, key skills and jobs to help inform your own marketing career. We'll also give you a firsthand insight into what it's like to work in each field through interviews with people from Transport NSW, General Assembly to Myer!

02

SECTION

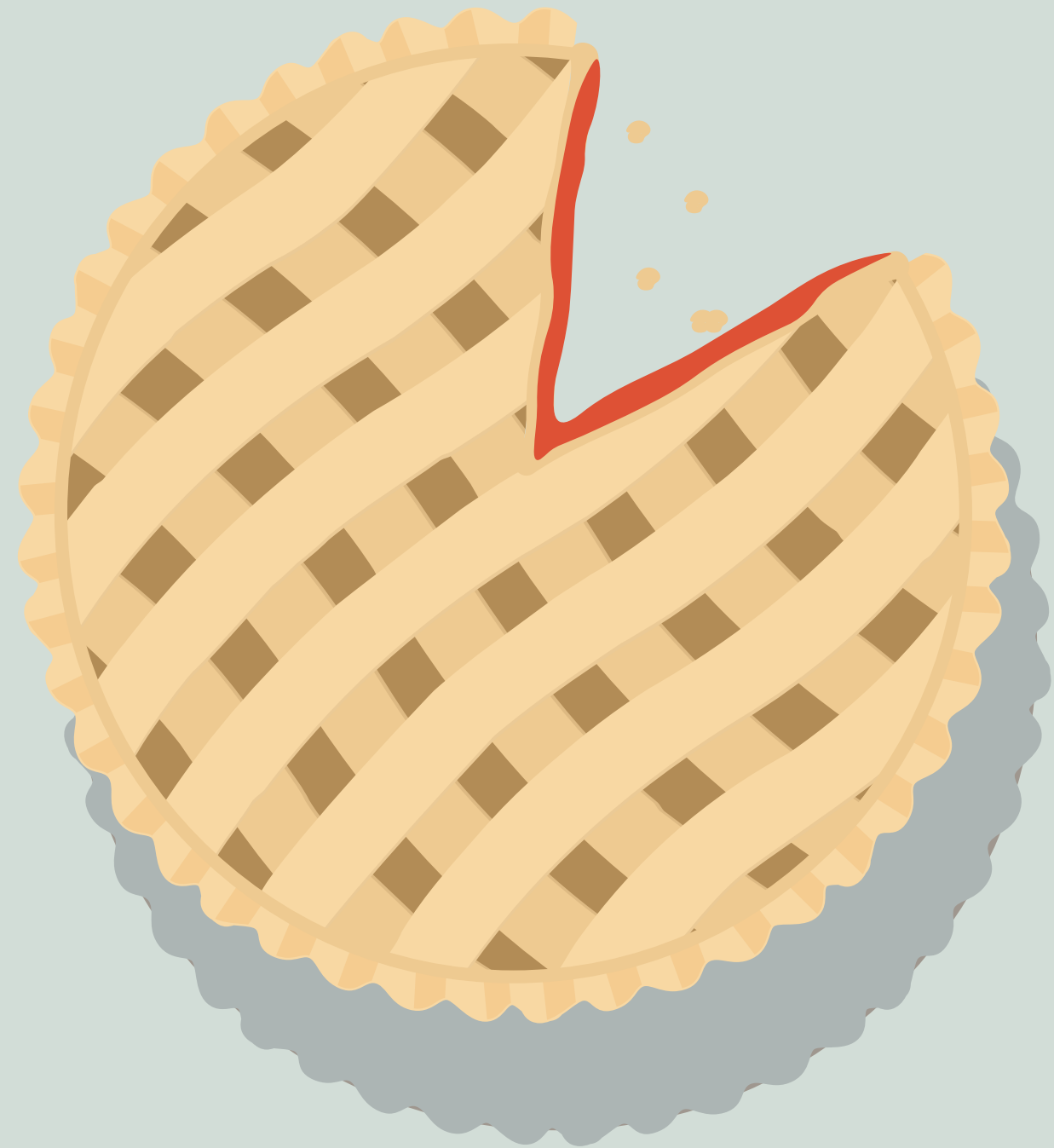


Marketing Research/ Analytics

Marketing Research and Analytics is the process of collecting and analysing market information on the sale of goods or services, it's consumers and their behaviors and demographics, as well as data on businesses' target markets, industries, and competition. This information allows owners to assess the feasibility of their business ventures and implement the necessary strategies to overcome marketing challenges they may face. Strategies such as product differentiation and market segmentation would not be possible to formulate without market research.

In Marketing Research and Analytics, there are two main types of data that are used. First is primary information, which is data that is directly collected by the researcher. Examples of this would be info from interviews, surveys, photos, etc. The second type is secondary information, or data collected by external parties such as governments, educational institutions and others. Examples of sources would be reports, studies, etc.

As a Marketing Researcher and Analyst, one can expect to be faced with different tasks. Developing collection methods and gathering consumer, competitor and market data will be one of the primary duties. This data must then be studied and analysed, often with statistical software, and translated into graphs, tables, and reports.





POTENTIAL CAREER PATHS

1. Advertising/Promotions Manager
2. Data Analyst
3. Marketing Consultant
4. Survey Researcher

TOP SKILLS TO HAVE

- 1 ANALYTICAL SKILLS**
 Ability to analyse and draw conclusions from relevant data.
- 2 ATTENTION TO DETAIL**
 Notice trends and patterns in statistics and research.
- 3 REPORTING & PRESENTATION**
 Communicate all findings in an organised and effective manner.



Diversity plays a big part in this. In my team there are people from over 25 different countries, people in their 20s to 60s, with backgrounds in various fields. There's nothing better than working on interesting problems with a very bright bunch of diverse people.

WHAT IS SOMETHING THAT YOU STRUGGLE WITH OR YOU THINK IS VERY CHALLENGING IN YOUR WORK?

I think the most challenging thing is attracting and retaining the best possible talent. Data analysts are always in demand and getting top talent is something I focus on heavily. It's no longer enough to just advertise for a role and interview people. You have to be more creative in a way that you look at talent management, in the way that you spot talent and develop it.

I spend a lot of my time focusing on how to drive engagement in the team. We do a lot of things that people are passionate about. Next week we're doing a hackathon with the RSBCA for example. So that provides people with the ability to give back to the community and to compete against each other by working on a problem that's very interesting and engaging. So I look at the things that drive engagement in the team to make sure that once we get the top people we keep them.

WHAT DO YOU THINK WOULD BE A TECHNICAL OR EVEN SOFT SKILL STUDENTS SHOULD TRY TO DEVELOP AT UNIVERSITY?

I do think that data analytics will continue to be a major focus. I think it's very hard to make informed decisions without data.

I would recommend including, as part of any degree, a focus on data analytics. Things like SQL, R, data visualisation, and the ability to tell a story using insights. It's not just about the extraction, transformation and analysis of data. The ability to bridge between the business world and the data world are essential so commercial acumen and an understanding of the business problems and opportunities are important. Thinking from the perspective of the end customer or the end user is critical, being able to look at how to utilise data to help individuals. What we're now seeing more and more is R, Python skills, but if I were to just prioritise three capabilities it would be SQL, structured problem solving, and data visualisation.

WHAT WOULD YOU SAY IS A REALLY VALUABLE SKILL THAT YOU USED TODAY THAT YOU LEARNT AT YOUR TIME IN UNI OR IN YOUR CAREER?

Structured problem solving. Regardless of what you do or where you do it, I think it's very important. It's about thinking through what's the right approach to take for this particular problem. If the problem is, I want to increase my market share by 10%, how do you approach that? If the problem is, I want to improve customer experience, how do I approach that? So thinking about different opportunities and problem statements in a way that is comprehensive and structured.

WHAT WOULD BE A TIP TO GIVE TO STUDENTS IF YOU WERE TO PUT YOURSELF IN THEIR SHOES?

I think it's really important to look at networking and connecting with industries throughout your degree. Don't wait till after your degree to look for a job. I recently coached at a UNSW data hackathon and one of the young gentlemen that was in the hackathon has started working with my team three days a week. It gives him a foot in the door and he's loving it. Think about what mechanisms you have to connect with industry. Look for job opportunities earlier.



AGNIESZKA HATTON
 Head of Business Insights and Analytics at CBA

DESCRIBE A TYPICAL DAY IN YOUR CAREER

My team's role is to be an internal provider of business insights and analytics services to Commonwealth Bank stakeholders, predominantly in the Operations area. That involves descriptive, predictive and prescriptive analytics. It might involve working on a project to optimise certain processes to give a faster turnaround time to customers or looking at how to optimally route work to balance service and cost or providing operations leaders with intuitive operational performance dashboards. There's a data engineering and data management component as well. On a given day, my work tends to focus a lot on the team itself, so managing the team, making sure people are working on the right projects, interfacing with stakeholders, and coaching people.

WHAT IS YOUR FAVOURITE PART OF YOUR CAREER?

I love problem solving: working on challenging, difficult problems. The second thing I'm passionate about is working with really smart people. I have exceptionally good people, and we are careful with who we recruit and develop, which has led to an amazing culture.

Brand Management

Brand management refers to the techniques and strategies to strengthen consumers' perception and value of a brand. As the market has increasingly grown more saturated, a brand has come to play a significant role in differentiating businesses from each other.

A company's brand embodies its entire value system, and as such, managing brands is foundation to any successful business. Brand management also involves aligning brand perception to the company's values, goals and objectives to build brand awareness, equity and loyalty.

In working in brand management, you will be in charge of both monitoring and maintaining public brand perception through analysing the market and driving brand affirmations and key messaging, as well as planning and executing suitable communication channels.

It is a diverse field which will allow you to exercise both your creative and more logical sides and branch out into a diverse array of career paths. Individuals with a natural affinity in creativity, strategic thinking and analytical reasoning would be best suited for this role. Good written and verbal communication skills, attention to detail and time management may also be valuable in this field.





POTENTIAL CAREER PATHS

1. Brand Manager
2. Product Marketer
3. Digital Marketer
4. Marketing Analyst

TOP SKILLS TO HAVE

- 1 CREATIVITY**
 The ability to think in new ways to deliver innovative solutions
- 2 TEAMWORK**
 Collaborating efficiently with others to achieve shared goals
- 3 ANALYTICAL SKILLS**
 The ability to apply data and market insights to brand strategies



WHAT MADE YOU WANT TO SPECIALISE IN THIS FIELD?

The idea of truly understanding what people want and creating products, brands and experiences that could transform their lives, make them feel special, cared for, happy, excited, nourished and/or confident is why I have always gravitated towards marketing.

WHAT IS YOUR FAVOURITE THING ABOUT YOUR JOB?

The ability to change lives and make people happy through creativity, problem solving and storytelling. Watching it all come to life is so rewarding. I also love seeing what great marketers have been able to create. I am constantly looking for inspiration from everything I see, touch and experience. I binge read creative marketing magazines like The Collective Magazine, spend hours on Pinterest and sign up to hundreds of Marketing EDMs to get new inspiration.

WHAT IS YOUR LEAST FAVOURITE THING/MOST CHALLENGING ASPECT OF THIS FIELD?

The fear of failure. There is a lot of A/B testing involved with launching new products and rebuilding brands. If something that you feel truly passionate about doesn't work the first time or the first few times it's really hard not to get emotional about it.

WHAT IS ONE TECHNICAL OR SOFT SKILL YOU ADVISE STUDENTS TO UPSKILL ON?

There are three I feel need to be mastered. Graphic Design, Digital Ads management and Powerful Storytelling for sure. Make sure that these are ingrained into you and part of your marketing toolkit.

WHAT IS THE MOST VALUABLE SKILL YOU'VE LEARNT FROM UNIVERSITY THAT HAS HELPED YOU IN YOUR CAREER?

How to be emotionally intelligent and understand consumer behavior. To be successful in marketing you really need people to like you and believe in what you are doing. Marketing is about solving people's problems. Also, make sure you build your network and surround yourself with the right people, mentors, coaches, friends, peers. You need cheerleaders to back you and support your success. Word of mouth is still to this day, the most powerful and successful method of marketing.

WHAT IS YOUR NUMBER 1 TIP TO STUDENTS WHO ARE INTERESTED IN BRAND MANAGEMENT?

I have 2 very important tips!

#1 FIND A MENTOR or a life coach, someone that you respect and idolise that can help guide your career in the right direction. I never had one and I really regret it. I am even searching for one right now!

#2 NEVER STOP LEARNING. Marketing is extremely time consuming so you need strong willpower and patience, and to look for as many time saving hacks as possible. I have tried (and continue to trial) hundreds of programs, methods, digital online courses and apps to try and make my life easier and the jobs faster. Marketing is such an evolving beast, particularly digital media, it is constantly changing so you really need to be able to adapt to the times (quickly) and keep on top of the latest marketing trends!



NICOLE GASSETT
Marketing Jedi at Brand NRG

DESCRIBE A TYPICAL DAY IN YOUR CAREER

The thing I LOVE about marketing is that no two days are EVER the same. I know that sounds a bit cliché but there is so much diversity in Marketing. One day you're designing the next you're content writing, the next you're planning to launch a new product. I am currently freelancing for a few small businesses to help them achieve their marketing goals and push them back into sustainable growth in such a trying time. I am dabbling in everything from graphic design, paid - owned - earned social media management, brand communications, marketing and sales funnel strategies, EDMs, video editing, developing brand guidelines and customer journey mapping.

Social Media Marketing

Social Media Marketing (SMM) focuses on using social media platforms to help businesses connect with their target markets and audiences through the creation of content and engagement. SMM helps brands promote their businesses and products in the hope of boosting sales conversions and increasing brand awareness. Popular social media platforms used for SMM include Facebook, Instagram and YouTube. SMM should be used to create unique content that is tailored to the specific platform, ie. video advertisements for Youtube. However, SMM is so much more than just a place to broadcast content.

In social media marketing, you can expect to conduct market research to identify trends. You might also do some content creation such as graphic and video design to post on social media platforms. It will also be important to monitor engagement and performance on your platforms by analysing statistics such as reach and impressions.

SMM is a continually growing space that holds a variety of career opportunities. It is a field suitable for those who have a passion for creativity and are willing to learn as trends are always changing. If you're a people-person, SMM will allow you to connect with other like-minded people who have a flair for creativity. It is a flexible industry to dip your toes in as it can lead to many different avenues that are less broad and more specialised!





POTENTIAL CAREER PATHS

1. Digital Marketing Coordinator
2. Digital Content Creator
3. Social Media Strategist
4. Social Media Engagement Analyst

TOP SKILLS TO HAVE

- 1 INNOVATIVE**
The ability to execute innovative ideas will help build your audience.
- 2 ANALYTICAL**
Strong analytical skills are important to interpret market research statistics.
- 3 COLLABORATIVE**
You will communicate with clients to ensure that shared goals will be met.

DESCRIBE A TYPICAL DAY IN YOUR CAREER

Each day changes for Kaila due to varying client focuses and she meets with different clients daily. She frequently updates herself in regards to business news, particularly any relaxed laws relating to COVID-19. Kaila also makes lists throughout the day which helps her stay organised - she meets schedules, looks at what work is in progress, organises tasks for the week ahead and recaps her past week. She also makes action lists for daily tasks such as content calendars, publishing and collaborating with influencers to reach out.

WHAT MADE YOU WANT TO SPECIALISE IN THIS FIELD?

Kaila was interested in the content in this space and she thought that applying strategies was her strong point. Strategising coupled with her experience has allowed her to enjoy content creation. Additionally, animation has played a huge role where she is planning to continually learn this element.



KAILA CARROSO
Consultant | Marketing Strategist, Social Media Specialist and Event Producer at Social Collective



WHAT IS THE DIFFERENCE BETWEEN WORKING IN THE MARKETING DEPARTMENT IN A COMPANY AND WORKING FOR A MARKETING AGENCY?

At an agency, Kaila expects that you will receive a wider spectrum of work, allowing you to be creative but also flexible with your work. Within a department, you will work on strategies across pillars. However, there may be limitations of not being able to do specific things due to budget or management constraints. This may mean that you can't be flexible with creativity and won't be exposed to new ideas.

WHAT IS YOUR FAVOURITE THING ABOUT SOCIAL MEDIA MARKETING?

Kaila has an interest in the platforms used because it allows her to connect with people and brands. She can also build relationships with people globally which helps build her community, especially her target audience. In fact, the goal is not so much increasing her following but more so focusing on her community and understanding where they're from and what they like, which she really enjoys.

WHAT IS YOUR LEAST FAVOURITE THING ABOUT SOCIAL MEDIA MARKETING?

Kaila believes meeting client expectations can be difficult. Also, posting content on social media and actually getting sales can be a slow and steady process. Another thing is that it is difficult to make clients understand that they need to spend on paid advertisement when budgets can be tight.

WHAT IS THE MOST VALUABLE SKILL YOU LEARNT IN UNIVERSITY THAT HAS HELPED YOUR CAREER?

She thinks that time management in terms of submitting things on time and meeting deadlines as well as managing the stress of deadlines has been beneficial. This links to the similar obstacles professionals like her will face when meeting KPIs and budgets.

WHAT SKILLS SHOULD STUDENTS UPSKILL ON?

She recommends students familiarise themselves with the digital space because social media is and has been the new wave of marketing. However, social media does not just mean Instagram, it includes a combination of websites, search engine optimisation and content creation.

WHAT ARE YOUR TOP TIPS FOR STUDENTS?

Kaila thinks that taking the initiative by putting your hand up and being responsible for your duties are important. She believes that students should stay relaxed and not worry about the future uncertainties the market holds, and more so focus on why they enjoy the work they are doing.

HOW DO YOU DEAL WITH SELF-EXPECTATIONS?

Kaila believes that the feeling of stress and pressure to get things right can prepare yourself for the internal expectation of meeting your goals. 'Don't be too hard on yourself' by setting realistic expectations such as time to get your work done. Kaila also suggests that everyone should celebrate small milestones and wins because appreciating your own success can build up your confidence.

WHERE DO YOU SEE YOURSELF IN FIVE YEARS?

Kaila started mentoring her friends or people she has connections with one-on-one about managing their own channels. She would love to continue this because it is a passion project of hers and not everyone can afford a marketing or communications manager.

Design

Recognize that fonts have different personalities? Ever bought something just for the packaging? Care about aesthetics in everyday life?

If you agreed to any one of the statements above, you might be potentially suitable to a career in design!

Design is a user-centric discipline that encapsulates the envisioning, planning and creation of pretty much anything, from interactive systems to the clothes you're wearing right now. Spanning across several industries such as branding, product design, and brand experience; design is a diverse career path suitable for individuals who are creative, innovative and enjoy problem solving. Activities involved in design may include creation of marketing material and multimedia on Adobe Suite, photography, or coding for UX/UI design.

If you're looking to pursue a career in design, you will be challenged to think outside the box, innovate and match the client's brief. However, what you'll find is an intrinsically rewarding and satisfying career path especially when you see your perfected creation displayed for all to see.



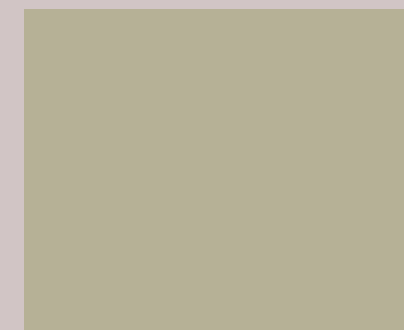
WELL READ
#B23932



CHESTNUT
#BD5E4D



BRANDY ROSE
#B48A7D



CLAY CREEK
#978E66



POTENTIAL CAREER PATHS

1. Digital Marketer
2. Graphic Designer
3. UX/UI Designer
4. Fashion Designer

TOP SKILLS TO HAVE

1

CREATIVITY

An ability to think outside the box and brainstorm is essential in this field.

2

VISION

Your artistic vision will set the tone for the artistic decisions you make whilst designing.

3

TEAMWORK

Being able to take criticism, collaboration and being open-minded is crucial.



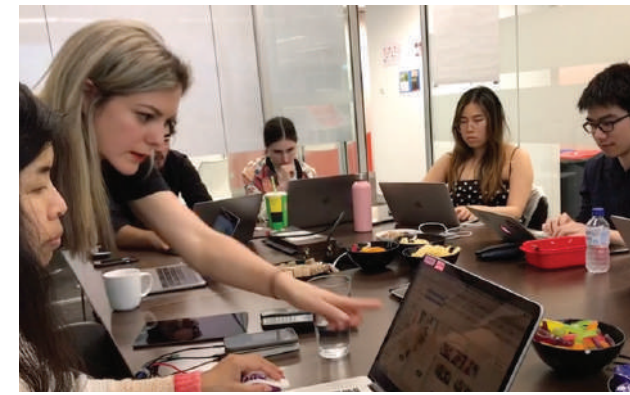
LYDIA BRADSHAW
Lead UX/UI Designer at
Transport for NSW

DESCRIBE A TYPICAL DAY IN YOUR CAREER AS A LEAD UX DESIGNER

Each morning I attend a 15 minute meeting called a stand up, which is an opportunity for team members to talk about what they're currently working on and any blockers they might have. After that, depending on my calendar, I might need to attend other meetings, check in with my manager and team or spend my time prioritising and completing UX/UI design tasks. Design tasks can include things like sketching, conducting usability testing and synthesising results, animating prototypes and designing high fidelity mockups. As part of my role, I present design concepts to stakeholders and may iterate on these concepts depending on feedback

WHAT MADE YOU WANT TO SPECIALISE IN THIS FIELD?

Honestly, I kind of fell into it. I studied Landscape Architecture at UNSW for a year a half. During that course, I learnt how to use



Photoshop, a tool for designers. It was such a fun experience and ignited my passion for digital design. Eventually I quit Landscape Architecture and travelled for around 6 months in France and Morocco. Eventually, returning to finish my studies. I stumbled across the Bachelor of Design Computing degree in a careers guide and went on to complete it at Sydney University.

WHAT'S YOUR FAVOURITE THING ABOUT THE MARKETING DESIGN FIELD?

My role is a hybrid of User Experience and User Interface design. From a UX perspective, I'm passionate about engaging with users, understanding their behaviour and needs, validating design concepts with them and iterating on concepts where necessary. In relation to UI design, I love designing high fidelity (polished) mockups and presenting them to stakeholders. On top of that, I love animating my designs to demonstrate how various transitions and interactions might look.

WHAT'S YOUR LEAST FAVOURITE THING/-MOST CHALLENGING ASPECT OF THE MARKETING DESIGN FIELD?

Being a lead designer comprises many responsibilities in addition to designing. Being able to manage and prioritise these responsibilities is critical and can be challenging at times. It is absolutely fundamental to plan ahead, prioritise and time-box responsibilities, and also to delegate tasks where necessary.

WHAT'S YOUR NUMBER ONE TIP YOU COULD GIVE TO STUDENTS IN RELATION TO WORKING IN DESIGN?

Like most industries, spending time developing your soft skills is essential. It's critical to build rapport and form strong relationships with your peers. Treat your colleagues the way you would like to be treated yourself. Show initiative in relation to your day tasks and responsibilities and learn independently to enhance your skill set

WHAT ARE SOME WAYS YOU USED TO UPSKILL YOURSELF DURING YOUR CAREER?

I watch a lot of tutorial videos across a variety of platforms including YouTube and Ted. I subscribe to newsletters and read articles from reliable sources such as Nielsen Norman Group and also listen to several podcasts. Another tip for upskilling is to work on your own side projects, for example, it was practical for me to design and develop a website in order to enhance my coding skills.

WHAT IS ONE DESIGN SKILL (BOTH TECHNICAL OR SOFT) YOU ADVISE STUDENTS TO UPSKILL ON?

Learn to present and articulate your design decisions confidently, and use language that your audience can understand. Public speaking takes guts and will be less daunting with adequate preparation and rehearsal. It becomes much easier with practice.

WHAT IS THE MOST VALUABLE SKILL YOU'VE LEARNT FROM UNIVERSITY THAT HAS HELPED YOU IN YOUR CAREER?

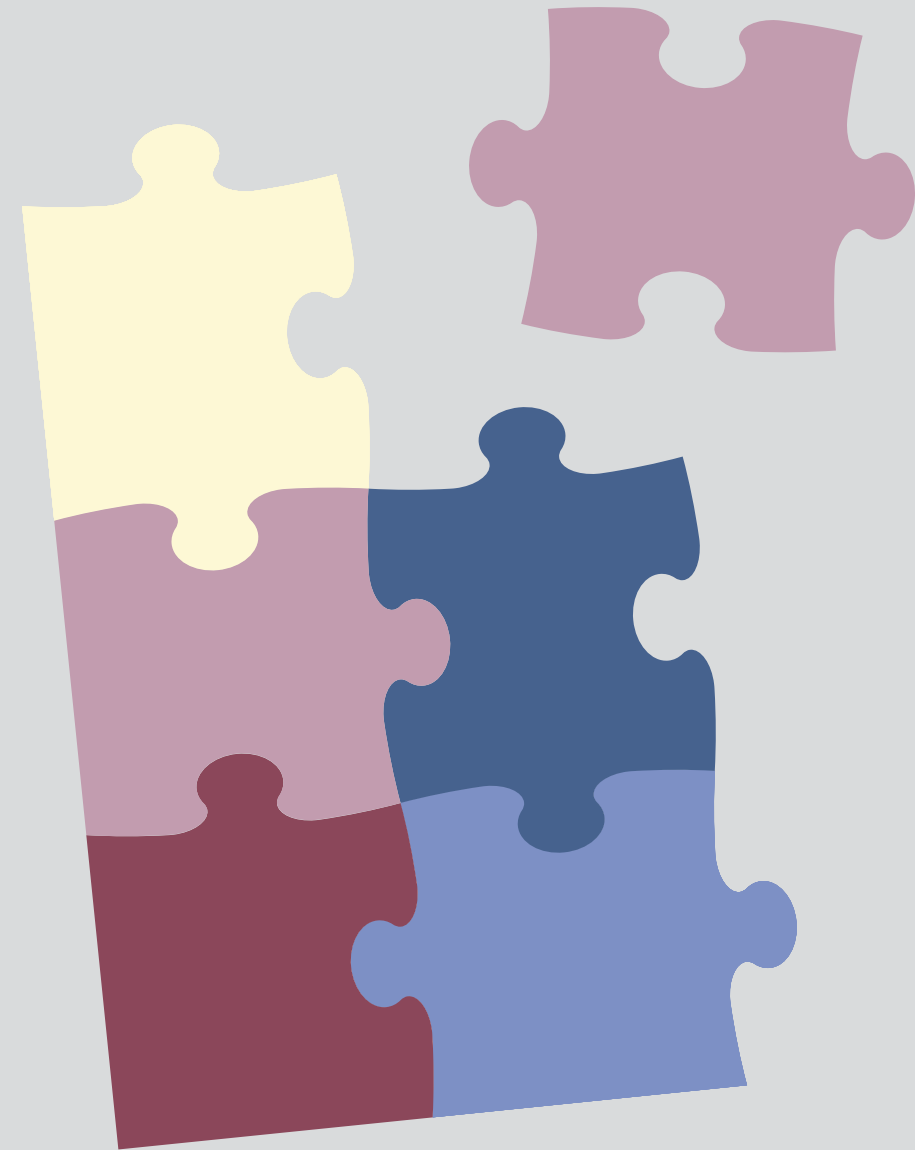
Probably perseverance and determination. Obstacles will appear during your studies, and although challenging at times, it's important to remain positive, keep your head up and power through. Aim to complete your work to the best of your ability, be helpful and kind to others and you'll certainly go places.

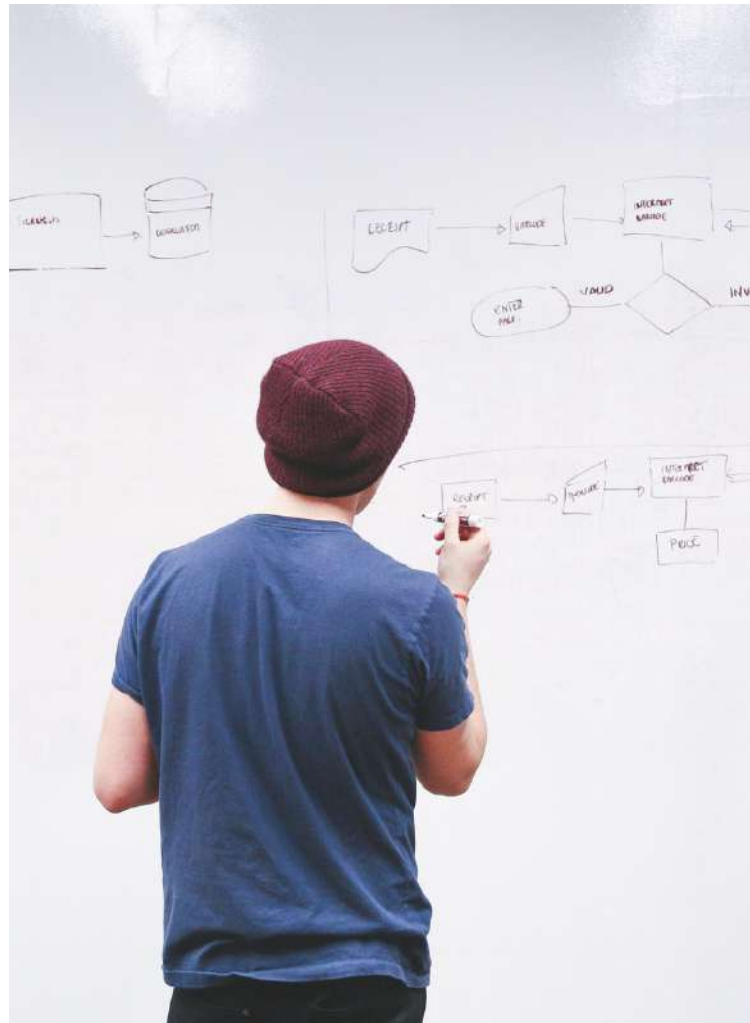
Product Development

Customer needs evolve and new and better products and services are always being created. New product/service development thus is an intrinsic part of any industry because it is how a brand evolves to better meet the needs of an ever-changing market, essential to long term business competitiveness and survival.

Working in this field you can expect to find yourself involved in the steps necessary to take a product/service from conception to market. Whether that's generating new ideas through research and development, creating prototypes to gauge consumer reactions, to even experimenting with pricing and promotional mix for successful entry into market.

Given the responsibility and uncertainty involved, becoming a product manager requires years of experience, often even in other marketing fields. However, while it may be challenging at times, it can be one of the most fulfilling fields to work on as you see your ideas and vision come to life and is ideal for those who want to live a mark/legacy on the world.





POTENTIAL CAREER PATHS

1. Product Manager
2. R&D Specialist
3. Entrepreneur / Intreprenuer

TOP SKILLS TO HAVE

- 1** **INTERPERSONAL SKILLS**
 Being able to pitch and describe your ideas to others
- 2** **CREATIVITY**
 Think outside the box to deliver innovative products
- 3** **STRATEGIC THINKING**
 Foresee issues before they arise, utilizing different perspectives to ensure optimal decisions

DESCRIBE A TYPICAL DAY IN YOUR CAREER

David will go through routine assisting of product design process. This includes understanding of customer feedback, technology trends and communicating with clients to gauge how to best meet their needs. He also goes through delivery of original ideas by stepping in to supervise and clarify decisions; as well as collaborating with tech leads and engineers to fix any day to day bugs and issues.

WHAT MADE YOU WANT TO SPECIALISE IN THIS FIELD?

During university, David worked a typical retail role but soon realised the broad applicability of an entrepreneurial role. Not only can you build businesses with in a singular business but it suited David's goal to make a difference. He referred to his enjoyment being able to talk to people to understand their needs and wants and then being able to solve their problems



DAVID WANG
Product Management
Instructor at
General Assemnply



WHAT ARE YOUR TIP FOR FIGURING OUT THE RIGHT CAREER PATH?

David emphasises the importance of being a generalist before being a specialist. Start with exploring different industries like finance, tech, FMCG, retail, etc. Once you've found the industry, then learn everything you can in that industry. Start with a job you're most interested in first. As you progress in your career, slow move horizontally into other roles and become a generalist.

David mentioned that there are two routes you can take to gain this experience. Firstly, you can work in a start-up, which will expose and require you to undertake a variety of roles and responsibilities. You may pick up scrappy habits that are hard to change later in your career. Plck the right leader to follow and get mulitple perspectives from books, blogs or meetups on how to do your job.

Otherwise David mentions you have the more traditional route of working in a company. Unlike a startup, a big company will allow you to gain different perspectives on how to progress in your career. However, David states that it takes time to progress in your career. Gaining experience and perspectives is important early on.

WHATS YOUR FAVOURITE ASPECT OF YOUR JOB?

David's favourite aspect is that in his role, every decision makes a tangible difference for both the business and its customers. David describes this as having the power to

David describes this as having the power to "make decisions that can change lives". He mentioned being able to leave a legacy and make a significant impact on the world such as building the tablent banking app at Commonwealth Bank.

WHAT S THE MOST CHALLENGING ASPECT OF YOUR JOB?

David states that though he gets to play a pivotal role in the business, it also means it comes with great responsibility. The balance between staying on top of things and overhanging uncertainty over whether what he's developing is the right thing tends to be stressful at times. Furthermore, David states his role requires a learning mindset, where he must spend time to educate himself so that he can see things from different perspectives and succeed.

WHAT S YOUR NUMBER ONE TIP FOR STUDENTS?

Have a side hustle along with the university studies. David states this doesn't need to necessarily have huge financial return, it could be starting a blog or starting a social media page. All that matters, David remarks, is that it shows you are a self starter and aren't afraid to fail. A side hustle will make you stand out in the hob market if a candidate has the same credentials as you.

WHAT IS ONE SKILL YOU ADVICE STUDENTS TO UPSKILL ON?

David said developing a technology or a design mindset is important in the digital age. Most businesses are going through a digital transformation right now. Having knowledge and experience in design or tech on top of what you already know will set you up very well for the future of work.

WHAT IS THE MOST VALUABLE SKILL YOU VE LEARNT FROM UNIVERSITY THAT HAS HELPED IN YOUR CAREER?

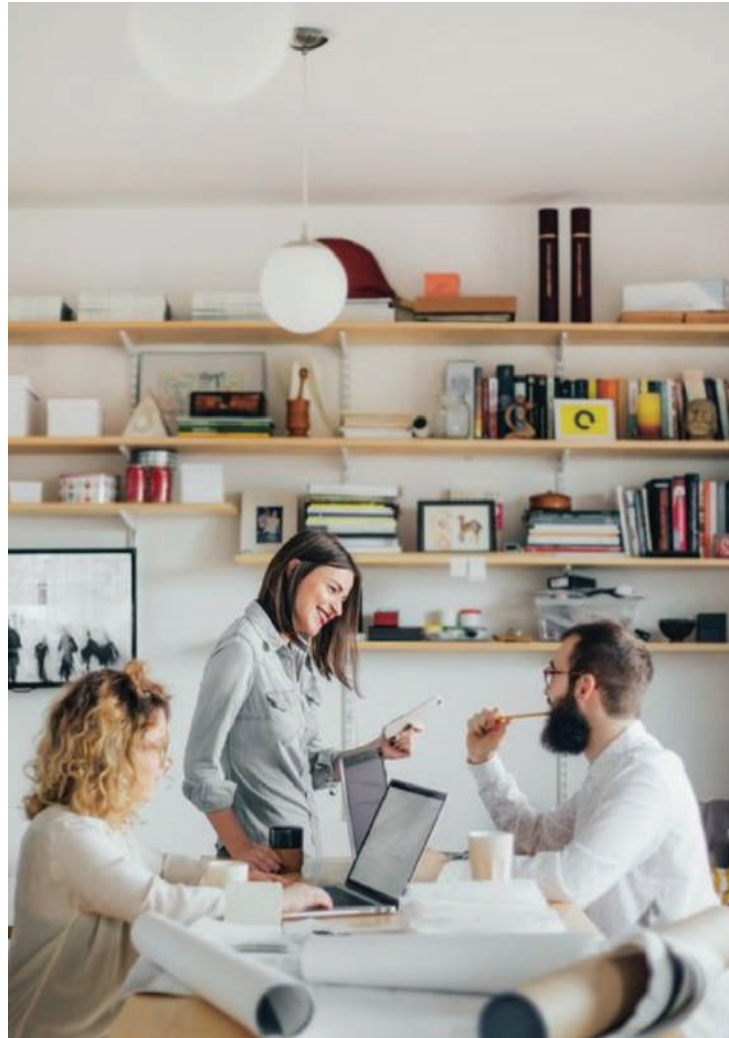
David mentioned how university gave him the research and analytical skills necessary in his job, whether it's the tools/processes used to perform research effectively too justifying what kind of research is required.

PR & Advertising

Within the field of PR and Advertising, Public Relations is about providing as well as managing brand information delivered to the media with a goal to gain company exposure. Alongside PR is Advertising. You can understand this as a one-way communication strategy to promote a product or service. Even though PR and Advertising seem like different concepts, they work together in that they share similar goals of brand building and communicating to target audiences.

Working within this field, you can expect to assist businesses in gaining and maintaining positive publicity. Your role is to convince the media to present their brand favourably whether that's through press releases, press conferences, blogs or even social media. On top of that, a career in PR and Advertising may entail that you can create, sell as well as measure the effectiveness of advertising campaigns!

At first glance, you might think that PR and Advertising is a pathway most suitable for "creatives" since it's a field reliant on content creation. But this isn't the case! There are plenty of career opportunities that don't require a "creative" role. Building and maintaining a successful ad campaign involves media coordinators, researchers, media directors and an array of other, less creatively demanding jobs which are just as vital.



POTENTIAL CAREER PATHS

1. Public Relations officer
2. Marketing Specialist
3. Copywriter
4. Brand Manager

TOP SKILLS TO HAVE

1

TEAMWORK

Teamwork is vital for efficient collaboration when working on marketing campaigns.

2

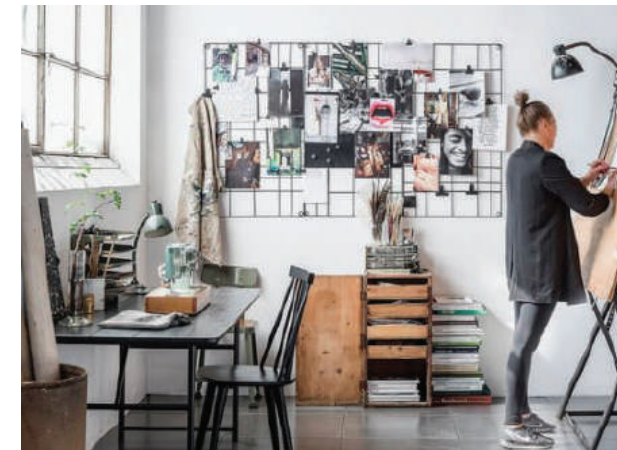
CREATIVITY

Whether its for content creation or advertisement campaigns, creativity is key.

3

INTERPERSONAL SKILLS

Since this field calls for lots of interaction between businesses and the media, good communication and people skills are important.



“Why there?”, “Why that colour?”, “Why not this instead?” are questions she would ask which led someone to suggest that she may be suited better in a creative rather than sales-based field. Asking these questions allowed her to be head-hunted for most of her career.

She says, whether it’s luck or destiny, saying yes to a lot of things, even if it’s the marketing department for an insurance company, may be a gateway to your best opportunity or an invitation to learn from the most inspiring leader you’ll ever meet. She says, if you don’t know, just have a go.

WHAT’S YOUR FAVOURITE THING ABOUT BEING A MARKETING MANAGER?

Her team is what drives Gemma the most and is over and above everything else. She goes to work to develop future leaders, and is the most proud and fulfilled when her team is able to surpass their potential. Being the best mentor she can be, she promotes constant, two way feedback that goes beyond performance reviews.

WHAT’S THE MOST CHALLENGING ASPECT OF PR & ADVERTISING?

Spreadsheets, is her least favourite activity involved in the field of PR and Advertising. With a copywriter background she is creative at heart and thinks in words and pictures. Working with data proves to be intimidating and requires a lot of concentration, which can also be due to her numeric dyslexia.

However, Gemma also stresses the importance of story-telling through data analysis in this field, as it allows you to learn from your customers.

WHAT’S YOUR NUMBER ONE TIP YOU COULD GIVE TO STUDENTS?

For those who are stuck with no idea on what they want to pursue, Gemma advises that thinking about what excites you the most is a good start. She says, while studying a degree there are always going to be parts that you do and dont enjoy, however, you will find yourself concentrating on what you are interested in. She says that it is times after lectures, when you’re hanging out with your friends, that you will catch yourself thinking about ideas from class - and that is when you should trust your gut.

However, for those who know they want to delve into the field of PR & Advertising, work experience is key. Internships and staying in touch with people you work with is the best avenue to your first job.

WHERE DO YOU SEE YOURSELF IN 5 YEARS?

Gemma doesn’t know where she will be in five years time but she believes she will still be leading teams. Whether in the same country or another, on the client side of the field, or the agency side, nothing is certain. She loves her job and is very happy at Myer, although who knows what opportunities lies around the corner.

Gemma also adds on that her dream job at this moment is a marketing role at the United Nations. She is inspired to create communications for the good of the world whereby marketing grants the ability to help people behave, see and understand differently.



GEMMA HUNTER

The general manager in marketing, MYER

DESCRIBE A TYPICAL DAY IN YOUR CAREER.

Gemma says there is no such thing as a typical day in her career. To her, everyday is different and interesting in that the marketing environment is constantly changing. One day she might find herself shooting an ad or tv show, another, running a workshop or even interviewing new people to bring into her team.

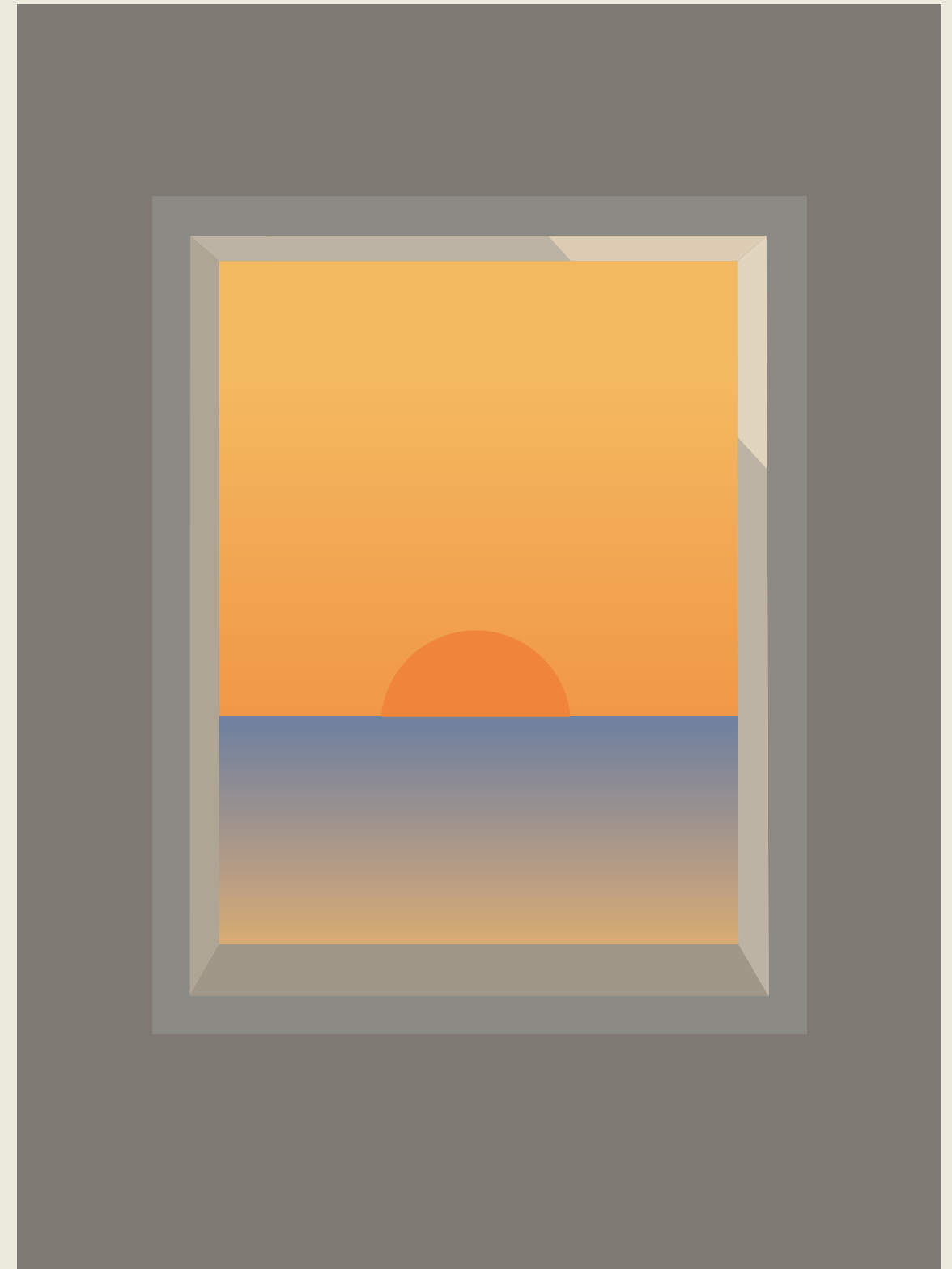
WHAT MADE YOU WANT TO SPECIALISE IN PR & ADVERTISING?

Curiosity. Gemma left uni with hefty student debt and not one clue of what job she wanted to pursue. She started working in magazine media sales which is where she drove her co-workers mad by drilling them with questions about the creative choices of the advertising they sold.

Event Management

From the Cricket world cup to Coachella to your older cousin's wedding; there is always that one person who is in charge of organizing and making the customer aware of that particular event.

Technically, Event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. Each event will be different as they have different audiences, different content and different culture and therefore will have to be marketed in its own unique way.





POTENTIAL CAREER PATHS

1. Promotions Consultant
2. Event Manager
3. Brand Manager
4. Communications Manager

TOP SKILLS TO HAVE

1

ATTENTION TO DETAIL

A well-executed event is the compilation of many, many small details that come together to create a polished, flawless experience.

2

CLEAR COMMUNICATION

The best organisers have great verbal communication skills conveying information with confidence and clarity.

3

MULTITASKING

The average event organiser is planning and executing multiple events simultaneously.



LUCINDA BAINS
Event coordinator at The Boathouse group in Sydney.

DESCRIBE A TYPICAL DAY IN YOUR CAREER.

Dealing with so many people can get difficult at times. Faulty communication and error in the job process are all challenges we face every day. Therefore, it is important to communicate with employees in a clear and concise matter; remember communication is key. An essential part of dealing with these challenges is having your own 'plan B' to act on when things get unexpected. For example, a cake from an independent baker had not arrive to one of our weddings. Rather than panicking, we pulled our resources together to find a supplier with a fresh reserve display cake that we could use for the ceremony.

WHAT MADE YOU WANT TO SPECIALIZE IN THIS FIELD?

I started purely in the hospitality industry and worked at the national gallery of Australia for a period of two years while living in Canberra. As I went further in my career, I was able to work in various events including the wedding sector which made me fall in love with this profession. It was exciting to see both the corporate and hospitality sides of events of varying sizes and budgets.



WHAT DO YOU ENJOY MOST ABOUT EVENT PLANNING?

I love seeing the smile on my clients faces as they arrive at an event that often will have had months of planning and preparation. Knowing that they and their guests are completely and utterly satisfied with the process and execution of their event, it is what I love most, and I would not trade it for anything.

WHAT IS THE NUMBER ONE TIP YOU WILL GIVE TO STUDENTS WHO ARE PLANNING TO PURSUE A CAREER IN EVENT PLANNING?

From internships at small scale volunteering events to helping organize larger events, a student should have as much experience as possible in the industry. Secondly, no matter the job it is important for a student to have strong networking and communication skills. This could mean that they should 'roll with the punches' and learn to adapt to any situation. Last but not least, it's important to know what the outcome is and what outcome to expect from the event at hand.

WHAT IS YOUR LEAST FAVOURITE THING/MOST CHALLENGING ASPECT OF EVENT PLANNING?

When you work in a job like this, dealing with people can be hard. From faulty communication to errors in the job process; all of these are major challenges. Therefore, it is important to stay on top of the employees and communicate in a clear and concise manner.

An essential part of dealing with these challenges will be to have a 'plan B.' For example, during the preparation for a wedding, a cake did not arrive on time. Instead of panicking, we made do with what we had for a short period of time and went to get a backup from the supermarket thereafter.

WHAT IS ONE TECHNICAL OR SOFT SKILL YOU ADVISE TO UPSKILL ON?

In terms of technical skills, there are a number of systems and softwares related to marketing and budgeting which students can learn to use for the future. Few important events-related platforms which students can upskill on will be Microsoft Excel and Priopa. It is true that technical skills are important, but some students only focus on this and not soft skills. Students can progress their soft skills through experience and continuous utilisation of event systems.

WHERE DO YOU SEE YOURSELF IN FIVE YEARS?

I am always looking for new and exciting ventures to advance my career and allow me to pursue my personal interests. The events industry is challenging, yet so incredibly rewarding. My 5-year vision begins by developing a sounds business acumen to manage a number of venues and venue expansions.

This will spearhead my goals to start my own events consultancy firm, where I can employ an array of my experience and personal contacts to build a successful company. I understand what clients are looking for and will be proficient in the tasks involved. My experience allows me to venture into events ranging from weddings to large corporate events. My current preference is to work with more clients and drive my network of suppliers that have accumulated over time. In this industry, you get out, what you put in; the opportunities are endless and addictive.

WHAT IS THE MOST VALUABLE SKILL YOU'VE LEARNT FROM UNIVERSITY THAT HAS HELPED YOU IN YOUR CAREER?

University enable me to gain a number of skills that have prepared me for the challenges working in the events industry. Initially, it was communication and people skills that helped me progress in this industry through my experiences at New York Fashion Week as well as volunteering at the Bear Cottage foundation, but university educated me about the importance of rigid organisation and meticulous planning for assignments and co-curricular activities. I had also accumulated these skills through internships in the industry and by putting my hand up for every opportunity that I came across, even when I was unsure. I was able to gain valuable insights, passion and an in-depth knowledge about the industry, that I knew I wanted to pursue.

DO3

MARKETING AS A MAJOR & EMERGING TRENDS

We close off our guide with a detailed look at a major in marketing. We'll go through how it's structured and ask others marketing students for their top tips to acing these courses. Furthermore, we have a very special interview with the Head of the School of Marketing: Jack Cadeaux regarding the current marketing climate, and end with our own top marketing trends students should be aware of!





Interview with Jack Cadeaux

Head of School of Marketing UNSW

What's the biggest project you've worked on or the project that left the biggest impact?

Not a project so to speak but everything I've been doing as Head of School of Marketing at UNSW. Particularly I would say changing the strategy for the School of Marketing: more research focused, adding substitute content, deleting course offerings no longer relevant to the future and adding new ones.

Contd.

Fresh faces, new staff, a lot of the old staff are not here anymore we've seen massive change and its already payed off. Across the board we're doing a lot better than 5 or 6 yrs ago. It's been a tough way to go and involves a lot of overcoming tradition and taking a more innovative approach.

What are the key skills students need to jump onto to better their marketing career opportunities in the next 5-10 yrs?

Openness to various technologies in marketing is absolutely essential. Most students are aware of those: mobile, robotics, Artificial Intelligence and Machine Learning technologies. The state of the art is changing very fast.

Being open to research, technology, quantitative and analytical roles would prepare you best. You don't need to be a superstar or have a PHD in Mathematics but you , do need to be open minded and its always been that way.

Not just numerical skills but also communication and decision-making skills: being able to understand that a decision will have certain effects in terms of impact on performance and profits.

It used to be the case where people would say "We're going to do what we enjoy doing in marketing", but I don't think that's going to be acceptable, people want to see results.

Results orientation is incredibly important, businesses want to see something that pays off. Attribution models is a tool we use to see the effect a website or advertisement and whether we can we attribute the sale due to that factor. We are training our students in understanding of analytics and performance of measurements.

I'm interested if you could summarise in one sentence, what do you want a student to ideally have gained after completing a marketing major?

A continuous willingness to learn and judge the value of new knowledge, as they encounter it during the rest of the life. Whether its marketing knowledge or anything else.

Is traditional marketing still relevant to modern day markets or do you think digital/social marketing has dominated our markets today?

I do think traditional marketing, the core parts are still very relevant, that is never going to go away. What happens to a lot of marketing, is we come up with new words for old ideas.

The cause of advertising effects is now called attribution modelling. Things change in terms of their emphasis.

Maybe physical inventories are not as essential as they used to be. But in some respect, inventory questions are still important in distribution, particularly when we have massively huge assortments such as Amazon. The same concepts and principles work but you put more emphasis on different things. It's a matter of degree.

I was talking to a manager at The Iconic about the same issue. They have very sophisticated systems, state of the art business analytics, but they still have to have their merchandising people be creative and source products from the suppliers in a creative way to anticipate future trends and demand in the fashion industry. It's not something you can solve completely through data analytics. It gives you feedback that's essential, but it doesn't answer every question.

Traditional marketing insights: understanding the nature of the customer, what their looking for, nature of suppliers and intermediaries is just important as they ever were. Sometimes the terminology changes, but the ideas don't change that much.

Jack had some valuable insights regarding the ever-evolving job market and how students are often face with new career terms which can be confusing.

In marketing particular, job roles are not always labelled as a marketing career. For example: Customer Insight Manager, Customer Analytics Manager, Platform Manager, Product Manager, Product Specialists. The term "marketing" might not be in the in the job title or function, but it is still marketing. Keep your eye open, marketing is a pervasive social economic business activity, its everywhere you cannot escape it, but you may not always see it called "marketing".



CAREER ACCELERATOR

Career Accelerator is a suite of business work-ready experiences open exclusively to all UNSW Business School students: undergrad, postgrad, domestic and international. These cover four main areas: Internships, Networking, Mentoring and Global Opportunities.

getting started from day 1

Step 1: Unlock Your Career Accelerator Opportunities

Complete your Career Accelerator: Essentials modules. This takes under 30 mins and is completely free. These short modules on communication, teamwork, planning and self-management provide essential skills for your future workplace experiences. Bonus: you get a LinkedIn badge to show it off!

Step 2: See what's on Offer

As a first year, you won't have the minimum UoC to jump right into a for-credit internship or Global Business Practicum. But you can get stuck into all of the Networking, Mentoring and Business Experience programs you are eligible to engage in. Use this time to experiment and expose yourself to as many experiences that interest you. This will help you make informed decisions on your career path.

Step 3: Stay Informed

Look out for our Career Accelerator (CA) newsletters, which will keep you posted on what programs and events are ahead and provide useful links to skill-ups and courses.

Step 4: Connect with Your Community

Let's face it - you'll be working alongside the same people you're studying with. We closely work with our UNSW Business School affiliated Clubs and Societies. This includes MarkSoc, who work closely with us and the wider faculty. Together, we work together to bring you the best career-focused events, programs and publications.

NETWORKING

Industry Insights: Meet our industry partners online or on campus and learn about a variety of sectors, trends and topics. They're exclusive to UNSW Business School and offer the opportunity to network and interact with the industry partner/s.

Industry Extra: Boost your career development and learning and skill-up in one of our Industry Extra workshops. From building resilience to creating a quality LinkedIn page, we reel in the experts and share practical, evidence-based advice for you to apply.

MENTORING

Mentor Connect is an online mentoring program which allows you to have one-off career conversations with a fellow peer - an AGSM MBA student. Our AGSM students are great mentors as they understand what's you're currently going through with your studies but also have years of industry experience to help provide sound career advice.

From penultimate to final year, you will be eligible to apply for our Career Mentoring Program. This is a structured 10-week formal mentoring relationship. You will be partnered with an experienced industry partner (some being our own Alum!), getting firsthand insights into roles, sectors and getting tailored feedback to help inform your career development.

Business Experience programs - ongoing, online and any time in your degree! CA's Business Experience programs are open to all students from day one. This includes: Global Trade Accelerator, Future Radar, Dealbook, Business Opportunities Accelerator and Shared Value.

These programs run all through the year, including Term breaks, and offer 2-week experiences and 25 hours of business experience, with flexible delivery to work online and face-to-face. You can do as many as you like and 'test out the waters' of different fields, while working in cross-disciplinary student teams.

We also provide access to Inside Sherpa's virtual internship programs, where you can do company-branded virtual internships to get a feel for day-to-day tasks and experiences in roles within that industry. Again - no limit to how many you do!

INTERNSHIPS

From mid-degree, you can enrol in for-credit work placements, consultancy projects and social entrepreneurship practicums.

Industry Experience Program (COMM2222):

Gain experience and credit towards your degree by completing an internship. Your placement within a company will allow you to gain real-world experience combined with formal learning. You can apply for a university-sourced placement or bring your own!

Industry Consulting Project (COMM2233):

Work in a diverse, cross disciplinary team on a real business problem for a major industry partner. You will undertake a combination of company visits, UNSW lectures and industry mentoring to allow you to put your theory and knowledge into practice to solve a real issue.

Social Entrepreneurship Practicum (COMM3030):

This intensive for-credit course and is open to both undergraduate and postgraduate students. These local and global practicums enable students to put their business skills and knowledge to use on a real social entrepreneurship project. UNSW shines in this space, having won top spots in 2018 and 2019.



GLOBAL BUSINESS PRACTICUM

The Global Business Practicum is an extensive and experiential for-credit short-course. Each year, the practicum is offered in Bangkok, Mumbai, Hong Kong, Jakarta, Israel, Bangalore... and more to come in 2021!. You'll have the unique opportunity to gain international understanding, exposure and workplace skills by studying and working in overseas.

Questions? careeraccelerator@unsw.edu.au

MARKETING MAJOR

Students must take 30UOC of the following courses.

CORE COURSES



PRESCRIBED



TRENDS IN MARKETING



Whether it's seeing your favourite YouTubers or Instagrammers post product reviews, mention brands or cover certain events, Social Media Influencers have now become a key part of any brand's digital marketing strategy. Compared to traditional advertising methods, influencer endorsements are seen as more genuine and authentic, given that they are often experts in their niche and that their opinions are trusted by their dedicated following. While there remains ethical concerns regarding the line between sponsored and organic influencer content, influencer marketing will only increase as a means to increase brand exposure and awareness in our social media era.

Virtual Reality allows users to immerse themselves in a three dimensional space simulating a real life experience, while augmented reality can overlay sounds, graphics, text over the real world. From trying on new clothes virtually with an Augmented Reality mirror, to test driving a new car in your living room. The immersive and interactive nature of Virtual and Augmented Reality will enable brands to craft experiences and engage customers in a way never done before. As hardware gets cheaper and more efficient, VR and AR will be a gamechanger in terms of customer engagement and innovative product offerings.



Marketing analytics is the process of measuring, analysing and managing your marketing strategy's performance to maximise its effectiveness and optimise the return on investment. With the size of data getting larger, companies are relying on platforms like Google to uncover trends and banks around the world have started innovating and utilising big data for risk management and to get prospective customers. In the future, analytics will be increasingly used with social media marketing as they will take key performance indicators including sales revenue, cost per conversion and social media reach in order to determine which demographic segment to target and how to reach them.



Ever wondered how Spotify creates your daily mixes or how Netflix provides you with suggestions for movies based on your personal tastes? This is the result of Artificial Intelligence. AI in marketing is the use of customer data, Machine Learning and other computational concepts to predict a person's action or inaction. AI marketing helps marketers crunch huge amounts of marketing data analytics from social media, emails and the web in a relatively short time frame. In a similar breadth to analytics, AI will help marketers segment their target market, find relevant trends in order to gauge demand and help a business react in a proactive manner.

Conversational Marketing is becoming one of the most popular ways to engage and capture consumers. This is usually done through the use of intelligent chat bots that engage consumers and create more tailored experiences on businesses' websites by providing recommendations and answering questions. It allows businesses to utilise real time conversations to build relationships and develop authentic experiences with their target audiences. As they are available 24/7, these bots eliminate the waiting time more traditional query methods have and increase the chance of a successful sale.



Marketing Degree Experiences



MARK 1012: MARKETING FUNDAMENTALS

- Prepare for tutorial participation by reading through each week's case study and coming up with a few discussion points on it.
- Do the weekly multiple choice quizzes! These massively help with the content and structure of the 2 quizzes throughout the course.
- Make sure you get a good night's sleep before you start the end of term case report, so you won't be stressed by the time limit.
- Try engage with the others in your class, it will make you much more comfortable to engage and vocalise your thoughts.

KEDAR GU



MARK 2051: CONSUMER BEHAVIOUR

- Quizzes:** Make sure you remember the concepts and understand them! As it is a content heavy subject, make sure to consistently revise content and not leave it to the last minute!
- Individual Tutorial Activities:** These are typically homework tasks so get started on it right when you can. This will give you more time to maximise your marks but also to be well prepared for class discussion.
- Group assignment:** Try and get to know your classmates to ensure you have a hardworking group. When writing up the strategy report, you should focus on incorporating the concepts that you've learnt in class. It's all about real-life application of marketing theory!

JULIETTE WEI



MARK 2052: MARKET RESEARCH

- Given that the course has no finals, allow ample time for your team assignment and study for your practicums to maximise your results.
- Familiarise yourself with the SPSS, the statistical software utilised throughout the course, this can be done by using the practice data sets provided by the course.
- Make sure you stay on top of your content each week and actively ask your tutor for help to do well in your assessments.

ALBERT KIM



MARK 3054: MARKETING ANALYTICS & BIG DATA

- Make weekly summary notes that highlight the purpose of each statistical analysis tests which you can refer to when doing homework or your assignments.
- Do your tutorial homework! It really helps to practice those Excel skills and formulas that you need to perform certain data analyses. If you're struggling to understand how to input certain formulas, a simple google search can break it down for you.
- Have weekly 1 hr meetings for your group assignment. This is helpful especially when you can review each other's work and identify any problems early on, especially when the data given is huge.

NATIA LI



MARK 2060: EVENT MANAGEMENT AND MARKETING

- The group project is a major segment of this particular subject as it involves working with a real world client, including the utilisation of the EventBrite and Mailchimp platforms.
- Study hard and concentrate for the mid-semester exam which will be crucial for your final grade.
- What attracted me toward this particular marketing unit was the 40% individual assignment which allowed us to review an event of our choice which in my case included a certain Tyga Concert and a sneaker convention.

THAVEESHA JINADASA



MARK 2053: MARKETING COMMUNICATIONS AND PROJECT MANAGEMENT

- Choose your teammates for the Group Project wisely! The Communication Report is quite big and lengthy so you'll be spending quite a lot of time with your group.
- Use real-life examples of the main concepts explored in lectures/readings to gain a better understanding.
- Write up a summary of the concepts explored in the main readings (like a short response/essay) that explains the concept and how it works (use examples to support!)

HANNAH K K NG



MARK2071: GLOBAL AND INTERNATIONAL MARKETING

- As the sequel to MGMT1101; this unit will require you to have a narrow general knowledge of marketing on the global scale (i.e. campaigns by Nike and McDonalds.)
- Discussion forums are another great way to get free marks; provide statements to the point and always give facts or articles to back it up.
- Peer support is a big part of marketing courses and having someone to proof-read your work especially with the two individual case studies and the group project in order to achieve a higher mark.
- Do some extra research before every class to contribute your knowledge and having a higher chance of getting participation marks.

THAVEESHA JINADASA



MARK 3091: NEW PRODUCT & SERVICE DEVELOPMENT

- Watch the lectures! They provide heaps of good real life examples to help you easily understand concepts, and gave really helpful advice regarding the assessments.
- Start the major project early! The case study and questions took a couple reads to properly digest, so make sure you read the materials early so you can come to class with any questions you might have.
- Make sure you understand all the course concepts, models, and theories as well as how to apply them when preparing for the final exam! It's open book, so there's no need to memorise anything, however the main focus is on how you apply what you've learnt to different scenarios.

JESSICA SHAO

Thank you for reading!



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