



UNSW Marketing Society

2021 Edition



---

# Careers Guide





# President's Address

At UNSW Marketing Society, we aim to shape future marketing professionals and creatives with integrity by showing the diverse opportunities available beyond the classroom and into the interdependent marketing space we live and work in today. The past year is only a mere reflection of the ongoing dynamics impacting professionals and particularly marketers. From economic threats and socio-cultural trends, MarkSoc provides a glimpse into our current space to share guidance and support to students and aspiring creatives.

Hence, I am so proud to welcome the 2021 Careers Guide. As the creative forefront connecting students to the marketing world ranging from industry professionals, recent graduates, students and our internal creative geniuses, this year's publication is open to your reading, curiosity and inspiration to discover more in this space and find your unique journey.

Whether you are a marketing major or simply interested in the industry, our Publications and Careers & Sponsorships Team bring to life the insights and pathways the marketing world offers.

This guide will cover the basics of marketing from the diverse areas you can explore as a student and into your professional life, to hearing from our key sponsor Procter & Gamble and their amazing campaign management to even more content from entrepreneurs, alumni, and our best marketers in town. We hear from market leaders in the Big Four, Mar-tech, Fast Moving Consumer Goods, institutions, and entrepreneurs to gather a holistic representation of the endless opportunities our world renders today.

I am so proud of this piece of work and hope we can provide guidance to your future career and interests to make your mark today.

EMILY YIN



# Editors' Note

Navigating career paths into the professional world is perhaps a student's biggest hurdle. It is the UNSW Marketing Society's mission to help students find their way through this labyrinth and enlighten them to the possibilities that await them in a career in marketing.

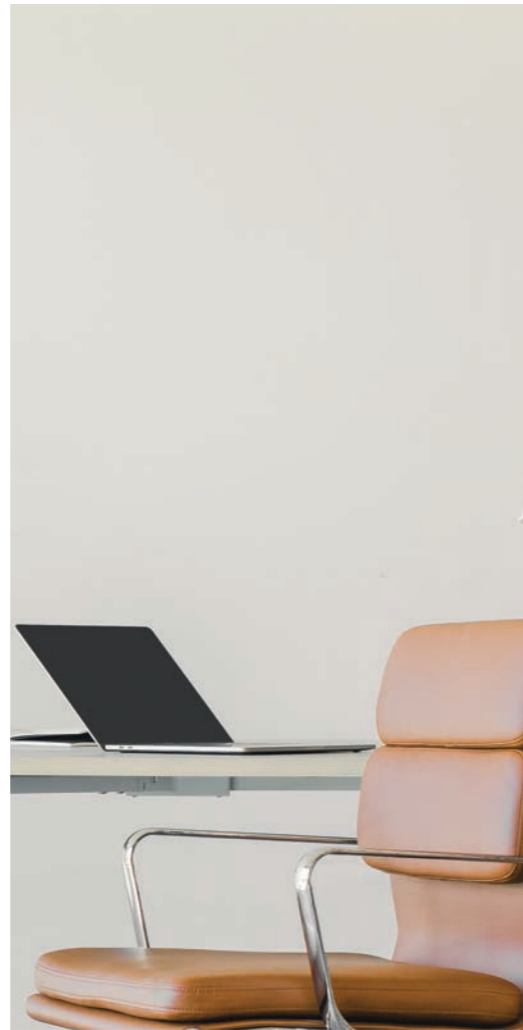
The 2021 Careers Guide was made to actualise this mission and provide you with a holistic view of marketing as a skill and profession. Ahead are in-depth explorations of various career opportunities within marketing, tips for networking and building your professional persona on LinkedIn, internship insights, professional opportunities for students and a breakdown of marketing as a major. To provide you with this information, we've had the privilege of working with professionals from the marketing industry, recent graduates, and the Head of Marketing School at UNSW.

We would like to thank you for taking the time to read this guide and we wish you nothing but the best as you step into the truly exciting world of marketing.

Matthew Chua & Chandy Jang

# Contents

01



---

<b>Launching Your Career</b>	01
LinkedIn & Networking	02
Building and Strengthening your LinkedIn Profile	
Gaining More Connections	03
Effective Posting	
Internship Insights	04
Building a Resume that Stands Out	
Excelling at the Application Process	05

---

02

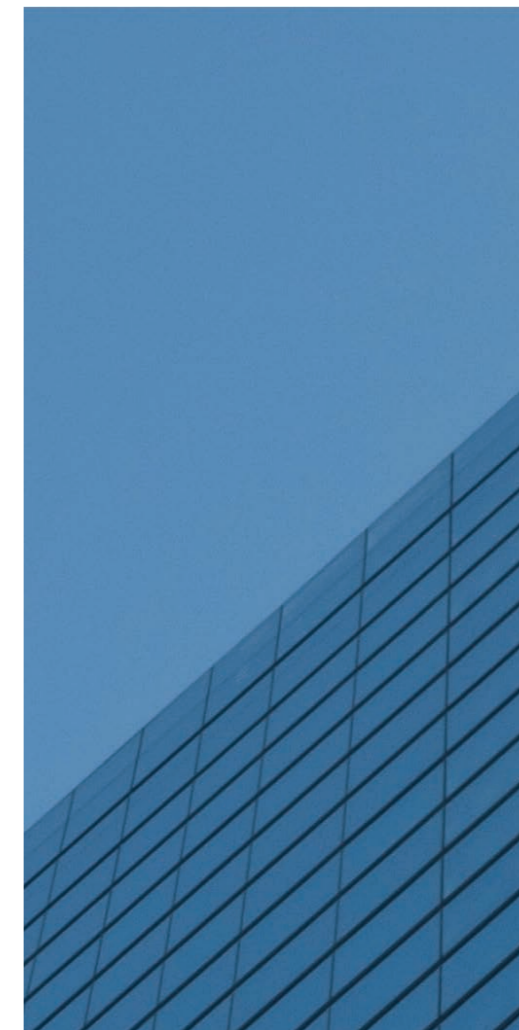


---

<b>Marketing Fields</b>	06
Marketing Consulting	07
UX/UI Design	09
Marketing Communications	11
Social Media Marketing	13
Brand Management	15
Search Engine Optimisation	17

---

03



---

<b>Student Opportunities &amp; Marketing as a Major</b>	19
Career Accelerator	20
Co-op Program	21
Virtual Internships	
Student Exchange	
MarkSoc Events	
Marketing as a Major	22
Marketing Degree Experiences	23

---

04



---

<b>Insights from Jack Cadeaux and Graduates</b>	24
Interview with Head of UNSW	25
Marketing School - Jack Cadeaux	
Graduate Insights	26

---





## Launching Your Career

---

To start off the Careers Guide, we lay down the essentials for launching yourself into the professional world. In this section we cover what **networking** is as well as ways to effectively utilise **LinkedIn**. This includes tips on building your online professional profile , **gaining more connections** as well as **effective posting**. Additionally, we provide a guide on creating a **strong resume** and preparing yourself for **internship applications**.



# LinkedIn & Networking

## 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, whether that is face to face at networking events or through platforms such as LinkedIn.

## What is LinkedIn?

LinkedIn is a **professional social media platform** that enables people to expand their network and share their unique experiences on a global scale. From attaining **business connections** to **job opportunities**, it is an extremely useful avenue for displaying your achievements as well as discovering other individuals' and organisations' accomplishments and news.

Recently, there has been a growing popularity of **recruiters** looking on LinkedIn to find **candidates** or to cross-reference applicants with information from their CVs. As our society is becoming more and more digital, companies are starting to place an increasing value on social networking platforms. Hence, it is imperative to make the most of this opportunity and present the most updated and professional version of yourself.

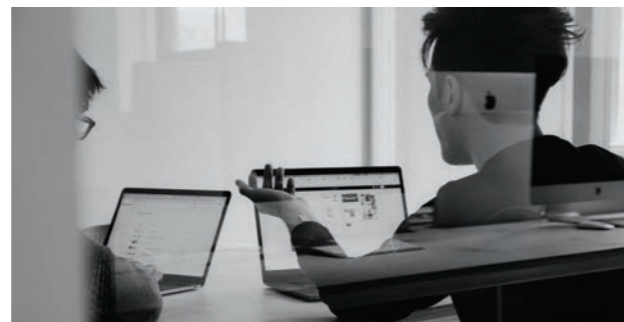
## Why is this important?

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 to stay up to date with these trends and 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.

## Personal Branding

Think of it as developing your **personal brand**; having a “**mark**” that is created around your name or your career that makes you who you are. You can use this “**mark**” to express and communicate your **skills, personality, and values**. Effective personal branding will differentiate you from the competition and help you to build trust with prospective employers.



# Building and Strengthening Your LinkedIn Profile

## Your Headline

Your headline on LinkedIn is crucial in attracting the right people to explore your profile and learn more about you. With a limit of **120 characters** to work with, you will need to place emphasis on **keywords** which will leave a positive impression and explain **concisely** the value you have to offer. Your Headline should include your:

**Technical skills**

**Goals**

**Passions**

**Keywords about your role**

Avoid only mentioning your current job title and/or company as it is the most common structure to a headline and does not showcase your value or differentiate you from others.

*Example:*

*“Incoming Intern at P&G driving brand strategies | Penultimate Commerce Student at UNSW”*

## Your About Summary

This feature is an important part of your profile which will pitch an engaging and powerful summary about yourself. You should be including your **philosophies, careers aspirations** and **achievements** in this section. With 2,000 characters available be sure to:

**Inject Some Personality Into Your Summary:** state your values, passion and what you care about whether that is professional accomplishments or life motivations.

**Effectively Hook:** Although you have 2,000 characters to work with, LinkedIn by default only shows the first 200-300 characters before the “see more” feature. Ensure you start your summary with content that is attention grabbing.

**Show Rather Than Tell:** Recruiters are not looking for overused and conventional buzzwords. Instead of “Highly motivated leader” try “Selected among peers for a competitive secondment leading Program X”.



# Gaining More Connections

## Exploring the ‘My Networks’ Tab

You can access LinkedIn’s “My Network” function at the top of your profile which allows you to view “People you may know” based on your shared education, work experience, companies, industries as well as other factors. LinkedIn suggests people you may want to connect with.

## Post Event Connections

Sending personalised “connect” requests and messages after an event you attended or helped organise is an effective way to **establish quality connections**. This will allow you to show an appreciation for the people you are connecting with as well as allow you to build a more **recognisable LinkedIn presence**. Ensure that when approaching your connections with a personalised message you are:

- Genuine**
- Mannered**
- Specific**
- Focused on next steps**

## Approach to messages

**Personalise your message:** Address your connection by their first name and greet them.

**Show you have done your research:** Have they worked at your dream company? Do they share the same passions as you or study the same degree? It is important to be reaching out with background knowledge of your connection and ask questions based on what you both share in common.



## Get Involved in LinkedIn Groups

LinkedIn offers numerous Groups that you can join which will allow you to connect with people who share the **same interests** or **career paths** as you. This way you will be able to use the **Advanced Search** within such groups and be able to connect with people who are not already part of your extended network.

# Effective Posting

## Your Digital Footprint

LinkedIn is an effective tool to be able to share your professional experiences and insights. Your digital footprint on LinkedIn is vital in building your online presence on the platform and garnering attention from other users – online activities include posts, comments and reacts.

Your posts should be **concise**, share a **valuable experience, opinion** or aligned with your **goals** and can cover topics from your new job role, thanks and company reviews, learning curves to any achievements.

## Top Tips

**Get your personal URL:** LinkedIn allows you to create a customisable personal LinkedIn URL which will be helpful to include in your CV.

**Keep your profile updated:** Listing your education is especially important for entry-level job seekers. Remember to regularly update your experiences, as there will be numerous opportunities in university life to be involved in.

**Add a profile picture:** It is very important that people get to see who they are connecting with and what experiences they have.

**Take advantage of LinkedIn Learning:** LinkedIn offers one month of free LinkedIn Learning for users to try. This allows unlimited access over 16,000 online courses ranging from Python Design Pattern to Excel courses which are led by real-world professionals.



## Ensure that when posting you:

**Utilise hashtags** that are related to your body copy. This way you will be reaching a greater audience who are interested in the same topic of conversations.

**Include images** to maximise engagement and to ensure that your post is eye-catching.

Aim to **post between 8am and 5pm** as this is the most active time for LinkedIn users.

Clearly **define the takeaways** if you are sharing an experience.

# Internship Insights



As Marketing students reach their penultimate year of university, finding an internship becomes a greater priority. Obtaining an internship is difficult, but with the right preparation and practice, it is certainly an achievable feat. We've provided some helpful tips and tricks on acing your internship applications.

## Building a resume that stands out.

Marketing students face the dual challenge of building a resume that not only highlights their achievements but also demonstrates their passion and creativity. We analysed real marketing resume examples of high achievers and compiled tips from those who succeeded in gaining a role based on their effective resume construction.

### 1 List and Quantify Your Achievement

Stating your accomplishments will be more impactful than simply listing your duties in a job. This demonstrates the **value that you have delivered to the firm** and the skills you have acquired from this experience. An example of this would be writing **“surpassed sales targets by X% and improved new sign-ups ratio by X% in the last quarter”**, instead of **“performed product sales and exceeded KPIs.”**

**Follow this formula for each dot point:**  
**Action verb + description of work (with quantity) + outcome (with metrics).**

### 2 Tailor Your Resume to the Posting

Similar to how marketers create unique campaigns to reach different audiences, one resume will not attract all employers. Instead, you should tailor your resume to each posting and company. Understand how your background, skills and experience are relevant for a particular employer, and then decide which information to include for each job.

For example, if the role requires social media marketing, devote more space to the social media aspects of your past jobs over others.

### 3 Stick to these Key Guidelines

**Limit it to one page**, if you are early on in your career.

**Keep the formatting simple**, so that recruiters can read information quickly without distraction.

**Proofread!** Typos show a lack of attention to detail and may hint at poor written communication skills.

### 4 Include Important and Relevant Links

Include links to your **LinkedIn, online portfolio or personal website** - anything that showcases your past experiences, skill sets, and passions.



# Excelling at the Application Process

## Step 1: Apply

Be sure to note when the **opening and closing dates** of your desired internships are, as they vary from company to company. **The Big Four** consulting firms, as well as many other companies generally **open their summer internship applications early in March, and close in April**, however there are more opportunities throughout the year. You will be required to submit details about yourself as well as your resume and cover letter.

## Step 2: Resume Screening

Your resume will be screened by the recruitment team to deem suitability, and successful candidates will receive an invitation to complete a psychometric assessment.

In the first two stages, it is important to have a **polished resume and cover letter**. Furthermore, it is beneficial to do **additional research** about the firm and division you are applying to.

## Step 3: Psychometric Assessment

You will be asked to complete this assessment on your computer, and this will generate information to measure your **cognitive ability** and **behavioural style**. This may be in the form of games, which test numerical ability, reaction time and problem solving skills. Prepare for the psychometric assessment by attempting practice questions online. Have a calculator and pen ready before you attempt the test.

## Step 4: Video Interview

If successful after Step 3, you may receive a link to the **video interview**. This interview will consist of pre-recorded questions, where often you will have 30 seconds to prepare and 2 minutes to answer each question. This process varies according to the employer, but the preparation and answer times are only to be used as a guide. Although this is a one-way interview, **dress appropriately**. A business shirt, or a formal blouse are both suitable options. Make the best impression by showing enthusiasm and **confidence**.

## Step 5: Further interviews

You may be invited to attend further interviews with members of the team you have applied to. Be **structured**, yet **conversational**. Answer the interviewer's questions using the **STAR** method. Research the company beforehand. If your interview is virtual. Do a thorough check of your speakers and camera an hour before your interview. Always **ask questions** after the interview and write a follow-up email to thank the interviewer.

## Step 6: Offer & Background Check

In the case that you are successful, you will receive a call/email with your offer, and will be asked to undergo a background check.





## Marketing Fields

---

In this section, we take an in-depth look at the different pathways that a career in marketing can lead you. From the analytical side of **Search Engine Optimisation** and **Marketing Consulting** to the creative realms of **UX/UI Design** and **Brand Management**, we've interviewed industry professionals from companies such as **Microsoft**, **Deloitte**, **P&G** and **UNSW** to provide you with greater insight on the key skills and tasks relevant to each role.

# Marketing Consulting



Marketing Consulting can vary greatly for each company and their respective projects, but it typically involves offering advice to companies about how to create and execute marketing strategies. This requires a marketing consultant to help companies develop a detailed **marketing plan** and **clear marketing message**, and identify a **marketing mix** that is most effective to communicate this message to a target market.

A career in marketing consulting usually entails tasks such as evaluating and improving current marketing campaigns, planning and implementing marketing content across different platforms like social media, developing new methods to reach consumers, and tracking results to continuously make improvements to marketing efforts.

---

## Top Skills

1. Leadership
2. Analytical Skills
3. Communication

## Career Pathways

1. Marketing Consultant
2. Campaign Manager
3. Copywriter







William Zhang

# MARKETING CONSULTANT

Deloitte Digital



## *What does a typical day in your career look like?*

In a nutshell, I work in **marketing, data and technology**, essentially the behind the scenes of the **tracking, reporting and campaign execution** for an omni-customer journey. For instance how customer data is stitched across different touchpoints to segment then personalise recommendations towards and the automation of marketing campaigns. Every day is different depending on the project, I could be drawing insights from data, running a client workshop, to being in platform doing configurations, drafting business requirements or even solution design – quite a big range day to day.

Marketing Consulting

## *What made you want to specialise in the Marketing Consulting field?*

I wanted to better understand the tech/-data side of marketing and liked the rapid learning and client facing opportunities that consulting could provide. I was relatively involved in university case comps as well as consulting societies. During this time we were proposing high-level solutions which prompted me to think – it's one thing to strategise and pitch, but it's another thing in actually designing and implementing. This is what drove me to initially join as a vacationer at Deloitte and throughout this process I realised that this was an opportunity for me to develop a **hybrid skillset of both functional and technical**.

## *What do you think is the biggest challenge you've faced in this field?*

As typical with many consultants, the biggest challenge has probably been classic **imposter syndrome**. Being required to rapidly upskill in a particular area, having ownership on a deliverable with large scale impact or simply playing back recommendations to a client definitely leaves me second guessing myself at times. I found it's been valuable in continuously evaluating what I know and don't know (and would like to learn!) through **milestones/goals** and sense checking with a **career mentor** who's also a subject matter expert in my particular field.



## *Do you think the niche specialisation of marketing technology in Consulting has growth potential?*

I wouldn't even classify it as niche, it's definitely a growing area as the world becomes more digitised and the data footprint of consumers and businesses grow, tech and data is the future for marketing. In the industry there are so many roles being carved out right now, I've picked up a broad yet specialised skill set over many different projects in the past few years that equips me to be malleable in different roles from a solution architect to a digital optimisation specialist.

## *What is a valuable skill that you developed during university that is helpful to your career today?*

**Organisational skills**, being able to work diplomatically within a team setting **time-management** and **networking** – those are all valuable skills that I developed throughout university and from societies. Case competitions allowed for me to acquire skills in **structured problem solving, strategic thinking, presentation skills** as well as being able to visually structure information which is a large part in my field of work.

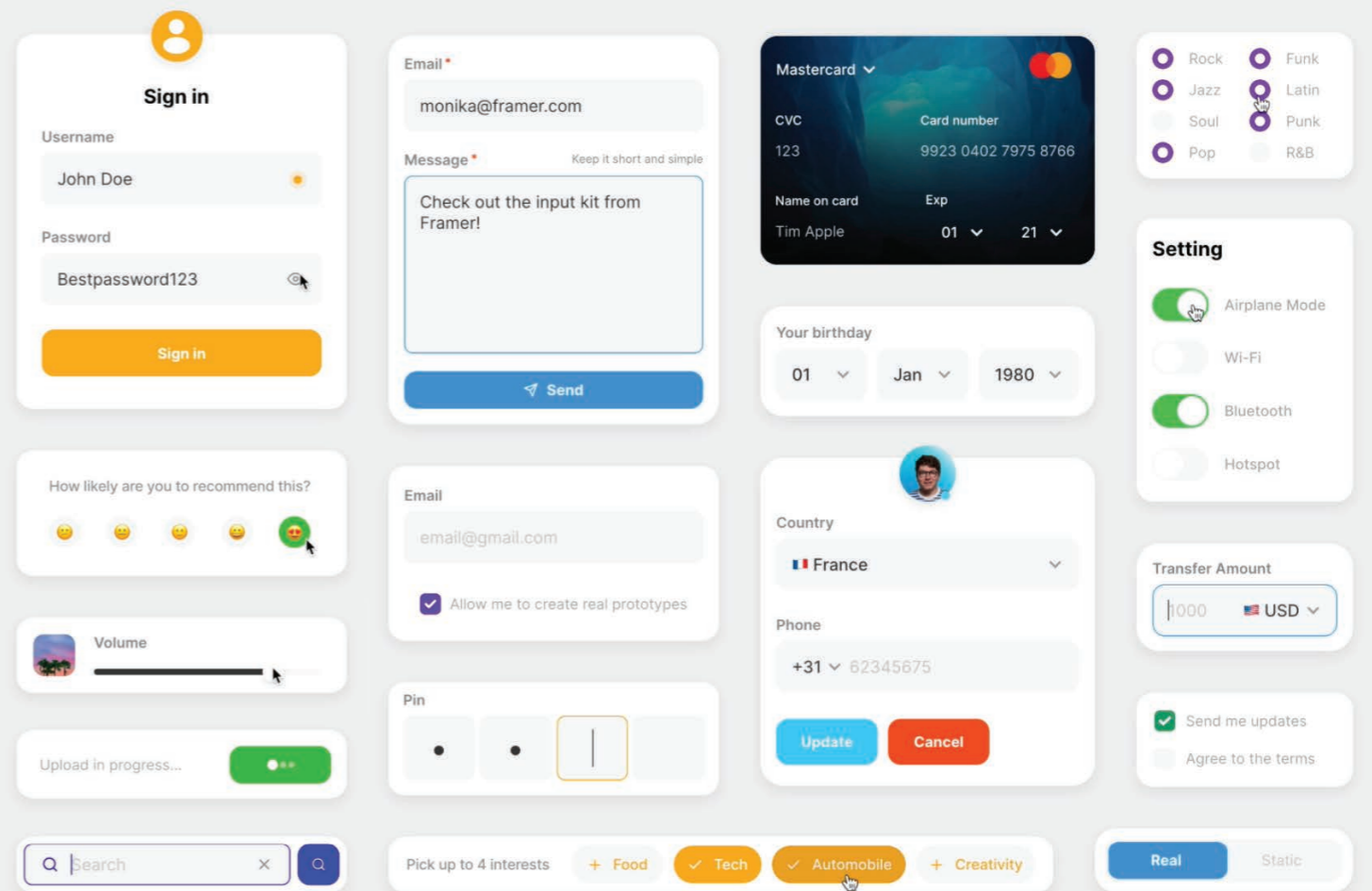


# UX/UI Design



UX/UI Design is an up-and-rising 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 creative as well as technical limits in order to deliver visually impactful results under strict deadlines.



## Top Skills

1. Creativity
2. Visual Communication
3. Problem Solving

## Career Pathways

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



Alex Daly

## UX/UI DESIGNER

UNSW



### *What does a typical day in your career look like?*

It depends on the day and the project. It could be anything from conducting **user research and testing** all the way through to **creating wireframes or prototyping new websites or apps**. However, one thing remains constant across all those activities and that's **communication and collaboration**. The UX/UI role definitely depends on collaboration with other areas, so it's not a job that can be done very easily in isolation. Therefore, I'd say about 50% of my work time is spent in meetings and collaborating with other people and the other 50% is on me actually completing my own work actionables.

### *What is your favourite part of your career thus far?*

I'm very **social and team-focused**, which works well as this career involves working with a lot of people. My favorite part is definitely when products or projects are launched and you can **see the results of your contribution come to life**. You can know that the website or feature that you've designed might now be used by thousands or potentially millions of people, so that's really cool. Even now I go back and look at websites or apps that I worked on previously just to see how it's going and reminisce a little bit.

### *What are some examples of past projects or apps that you've worked on?*

I worked for **Optus** for a number of years and a lot of my past projects involved the retail stores and their sales tools. I worked on the **MyOptus app** for about a year so there were a number of different features that I was involved in that eventually got launched. Some of those include features around billing as well as international roaming, which were both really big projects that took quite a bit of time, but I still look back on them fondly. I've also worked on the Optus website.

### *What are some starter opportunities that students can join within the UX/UI design field?*

Breaking into the UX industry is not easy, usually a lot of the jobs that are advertised



advertised look for prior experience. To tackle that, I would definitely encourage people to work on **side projects** and use those to build up a **portfolio of work** that can be used when applying for UX roles. These can be passion projects, business ideas or making connections and helping friends or family out with their own businesses.

### *What's a valuable skill that you developed during university that is still applicable to your career today?*

I didn't necessarily study a bachelor in design or anything like that, but I think soft skills are definitely the most valuable. I was involved in various kinds of **clubs and societies in university** and I definitely felt that those experiences developed a lot of useful skills like leadership and organization, which helped me immensely in my professional career. I definitely recommend for any student to get involved in their **extracurriculars** and get out of the classroom every once in a while because you can actually learn quite a lot there as well.



# Marketing Communications



Marketing Communications involves all the ways companies communicate their value and products to stakeholders. It encompasses **advertising, direct marketing, digital marketing, branding, public relations and so on**. In essence, marketing communications allows the public to understand exactly what a brand is and why it is valuable. It also involves building and maintaining positive relationships and controlling company responses to negative situations.

A career in marketing communications involves continually developing a strong understanding of the **brand** and their **target consumer**. They transform prospective audiences to consumers by communicating the brand's unique selling proposition as something relevant, worthwhile and compelling. As such, it is important to be both **analytical** of your target market, but also requires **creativity** in order to capture their attention and best of all, their emotions.

---

## Top Skills

1. Writing
2. Creativity
3. Interpersonal Skills

## Career Pathways

1. Brand Manager
2. PR Officer
3. Content Creator







Jasmine Phung

## MARKETING COMMUNICATIONS

Microsoft



---

### *What does a typical day in your career look like?*

It depends on what sort of project I'm on. Usually, I check my inbox because a lot of what I do involves a range of stakeholders. From there, it's jumping between different meetings, mostly discussing what we should be doing. Meetings are needed to discuss things like 'What sort of stories are we planning on putting out? Who we need to get in touch with? Does this align with our priorities?' Then, I get back into calls with customers, and usually I have a break between those meetings to actually turn some work out.

---

### Marketing Communications

### *What made you want to specialise in this Marketing communications field?*

I've jumped through 6 degrees, before I landed on Commerce. Though I wasn't majoring in Marketing at all, I fell in love with it during my internship - which was actually in sales. However, I did a side project and was under the Marketing team at the time because I have always been into Design and Arts, which I did for a portion of my degree. During the project, I learned about Marketing beyond the creative element. I realised that there exists also a strategic and storytelling element, and that's something that I really enjoyed and sparked my love for this field.

### *What is a technical or soft skill students should try to develop at university?*

No matter where you go, you're going to need some element of **understanding data**. Previously, a lot of marketing didn't rely heavily on data, but now, every aspect of what we do is reliant. You need to interpret data to pull insights, know if your project will be successful and what growth indicators there are. If you're not able to understand how to at least measure the impact, or understand the insights behind numbers, it's going to be like you're kind of just throwing things out there and seeing what works.

Another skill is **storytelling**, because no matter what tactic you use, you need to identify **key messages** and how you'll bring that to light. You need to connect with people, because even if you're not creating a customer story or video, at least you can guide the agency.



### *What would you say would be one of your biggest challenges entering this field?*

For me, it's marrying this technical component of solutions with the emotion portion - the storytelling. I'm finding difficulty there because as someone who is not very technical - I'm aligned to **Azure** at the moment - I still need to know how Azure works, what value it brings to customers and what it means in terms of Customer Development Journeys. You need to bring out the human element of the story, because that wins the hearts and minds of customers. You're showing them **thought-leadership**.

### *What have you learned about Microsoft and their culture?*

They have a strong **growth mindset**. Everyone just wants to learn and grow. I've learned that people want to hear from you because you're adding a new perspective, even if you're new or early in your career. Everyone encourages learning and sharing opinions because we're all in the same boat.

# Social Media Marketing



Social Media Marketing (SMM) is a field that involves the use of social media platforms such as Facebook, Instagram and Twitter, to help businesses promote their products and connect with their respective target markets. Through the creation of digital content that is tailored specifically to each platform, SMM enables businesses to **boost sales conversions** and **increase brand awareness** to a larger audience.

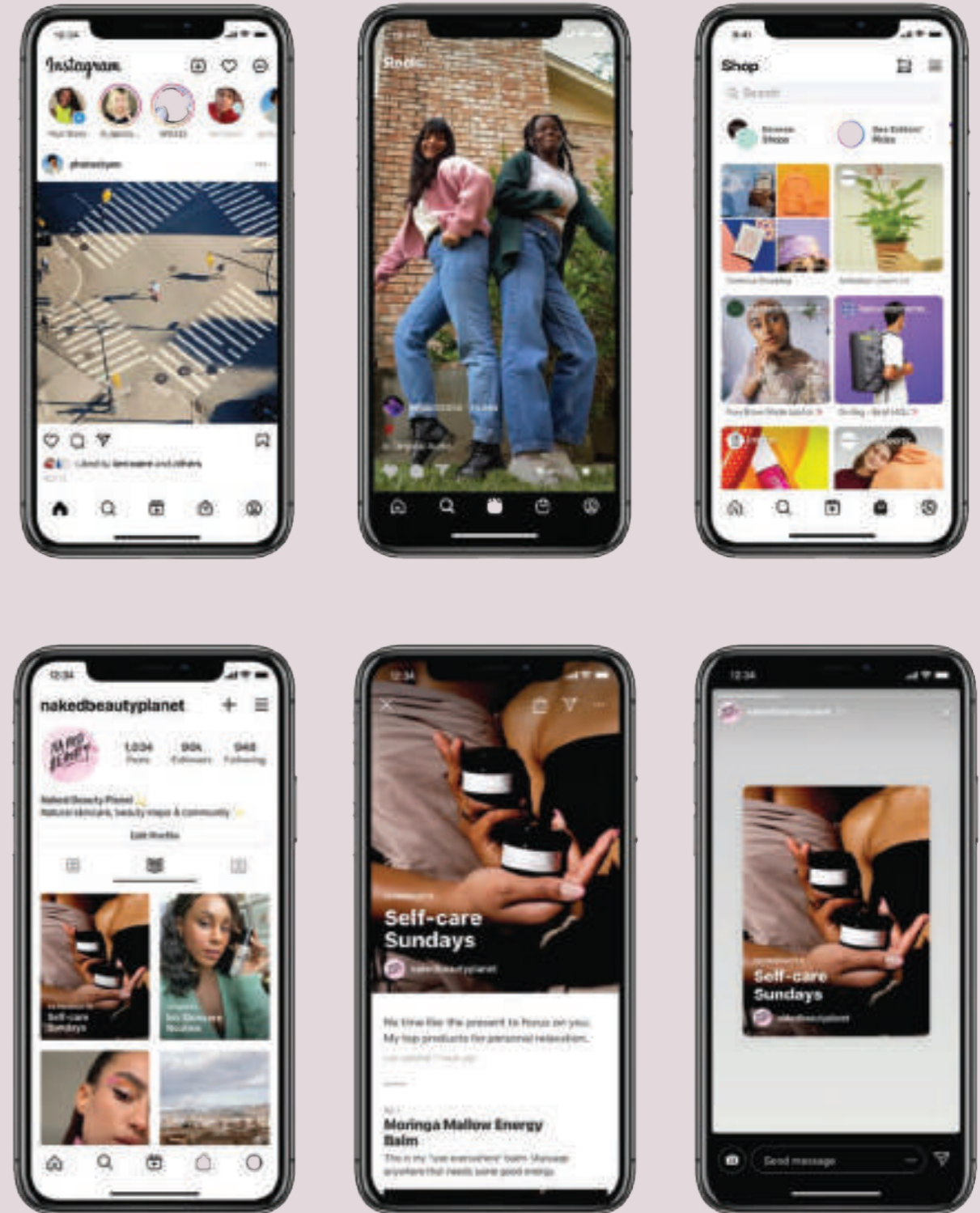
Another crucial value of SMM is that it allows organisations to conduct **market research** to identify key patterns and trends. It will also be useful to monitor the engagement and performance on each platform by analysing statistics such as reach and impressions, producing valuable insights that can be utilised to improve marketing strategies. SMM is a relatively new, however, continuously growing and dynamic industry that provides a constant exposure to new skills and challenges.

## Top Skills

1. Analytical Skills
2. Strategic Thinking
3. Creativity

## Career Pathways

1. SM Strategist
2. SMM Specialist
3. Digital Content Creator







Matthew Fong

## CO-FOUNDER

### Rokit Digital



#### *What does a typical day in your career look like?*

Currently, my role consists of a bit of everything. However, specifically for Social Media Marketing, I start with **idea creation**. We have quite a few clients that we manage and I organise and plan what content we'll be creating for the month ahead. Usually, the clients share with us any projects or initiatives they have going on and send us content that they want to focus on. Based on these variables, I then come up with ideas and plan out a posting schedule by analysing which previous content has performed the best in the past. I also use a **workflow tool** called **Asana**. As we've grown to a team of 12 people, everyone needs to be across what needs to be done and be allocated tasks accordingly.

#### Social Media Marketing

#### *What made you want to specialise in this Social Media Marketing field?*

I've always had a passion for creating content, and I think this stemmed from my childhood. My grandfather was someone who'd always film videos of us at every family holiday, and he gifted me my first video camera when I was 8. Ever since then, I started to enjoy photography and videography. I decided to pursue this field while filming my exchange journey in America. At this time, my friend and co-founder of Rokit, Brian, was creating websites for clients, and I thought our skill sets would complement each other very well. So we decided to create Rokit Digital and dove into the field of Social Media Marketing.

#### *What is an example of some past work you have done at Rokit?*

From a production standpoint, we've created some pretty cool videos. Specifically for social media, we had a physiotherapy client that has a pretty large following of **14,000 followers** on Instagram, where we executed an organic campaign to try to push one of their products which was a little difficult because paid campaigns are more popular these days. But since they had a loyal following already, we captured that and created a set of videos for their big product, and we pushed across a 2-3 week organic campaign. As a result, we were able to really help them **increase product sales**.

#### *What is a technical or soft skill students should try to develop at university?*

For technical skills, it is beneficial to understand and get familiar with programs that help you create content.



This includes **Adobe Creative Cloud** such as **Premiere, Illustrator, Lightroom, and Photoshop**, as well as other tools like **Canva**. For soft skills, especially for social media, it is important to have the ability to understand how attention works, where it goes, where people's eyes are at, and how to capture that attention. In addition, **strong interpersonal skills** are a huge plus.

#### *What are some areas of growth that you expect to see in Social Media Marketing?*

I believe Facebook organic has declined immensely, but **TikTok and LinkedIn have really high organic reach**. So in the context of Social Media Marketing, these two platforms are areas to focus depending on the demographics of your audience. Also, I believe brands are changing because they now take a lot of stances on political issues and have an opinion on social matters, almost like a **personality** as such. Therefore, people hone in on building that personality for the brand. Many brands are also coming up with **non-fungible tokens (NFTs)**, which are essentially designs on their cryptocurrency blockchain to make their assets unique and not interchangeable.



# Brand Management



Brand Management encompasses the marketing strategies that maintain and improve consumers' perceptions of a brand. When practiced correctly, brand management can increase **customer loyalty, establish meaningful brand awareness and increase sales**. A strong brand will differentiate a company's products from its competitors, especially in a saturated market where similar products are sold.

A career in brand management includes managing tangible and intangible elements of a brand. The tangible aspects of a company's brand will be responsible for building and growing the brand to meet the company's strategic objectives - such as awareness, volume spend, and market penetration.

---

## Top Skills

1. Creativity
2. Teamwork
3. Analytical Skills

## Career Pathways

1. Brand Manager
2. Product Marketer
3. Campaign Manager





Jesse Gan

## BRAND MANAGER

Olay, Procter & Gamble



---

### *What does a typical day in your career look like?*

A typical day for me involves dealing with **strategy, media execution, partnering with supply chain** in meeting forecasts and even **finance** to ensure sales targets are met. This is an aspect of my job that is normally not recognised in the brand function. Some of my duties include preparing customer sell-in plans to range NPD, communications, PR plans, and conducting research to better understand the landscape of consumers and their preferences. In a nutshell, the three key steps I'm involved in are **planning, executing and reporting**.

---

### Brand Management

### *What is your favourite part of your career?*

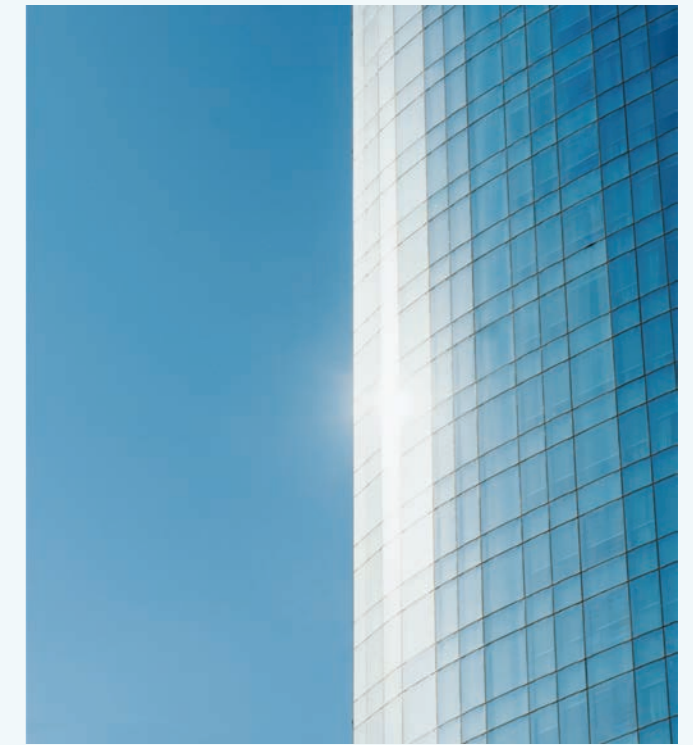
My favourite part is seeing new product innovations come to life. I've had the privilege of experiencing this at previous workplaces such as **Johnson & Johnson**. One of my memorable experiences is a campaign where we designed new bandages and worked with a charity called Camp Quality. It was rewarding to see the whole process come to fruition and see what the charity was able to do with our innovation.

### *What is a technical or soft skill students should try to develop at university?*

The power of storytelling is a vital skill that is often underestimated. It's important to make sure that you are able to create your projects or concepts in a manner that is well received by your audience. You want to take them on a journey to communicate the **"why"** and clarify where your thinking and ideas come from. **Interpersonal skills and relationship building skills** are also valuable. In hindsight, I would've liked to create more friendships in university, as I was quite reserved. It certainly would've helped, as the industry is quite small.

### *What is the biggest challenge you've faced in this field?*

The biggest challenge is being able to use the resources available to you as best as you can. At Johnson & Johnson I was working with limited resources for brands like **Listerine** and **BandAid**, who have been in the market for over 100 years. With bigger brands like these, growth often becomes stagnated



and quite minimal so investments are low as well. The challenge here is to find ways to keep my brand at the forefront of the company and continue to drive growth even when brands are perceived as low-growth. In order to address this, I had to take on strategies like **partnering with charities and engaging the community**, in order to warrant more resources from the company.

### *What is it like working at P&G and would you look for in a new hire?*

The work culture here is strong, despite COVID's impact. I have a great relationship with people in my team myself, so the culture has been really positive for me. I've heard that pre-COVID, the team will go to a state and have a week off twice a year to do some team bonding as well as team bonding on a quarterly basis. P&G also really prioritises **your wellbeing**, and there are lots of initiatives such as **mental health training, meditation classes and mindfulness**.



# Search Engine Optimisation



SEO, also known as ‘Search Engine Optimisation,’ delves into the processes of **boosting online sites’ exposure and visibility on search engines**. With improved visibility within search results, it will allow sites to garner more visitors and potential customers towards their business. SEO works by using bots that crawl pages on a search engine, gathering information about those pages and placing them into an index. This index is fed through an algorithm, accounting for various factors to determine the sequence that the pages should appear within the search engine relative to a given query.

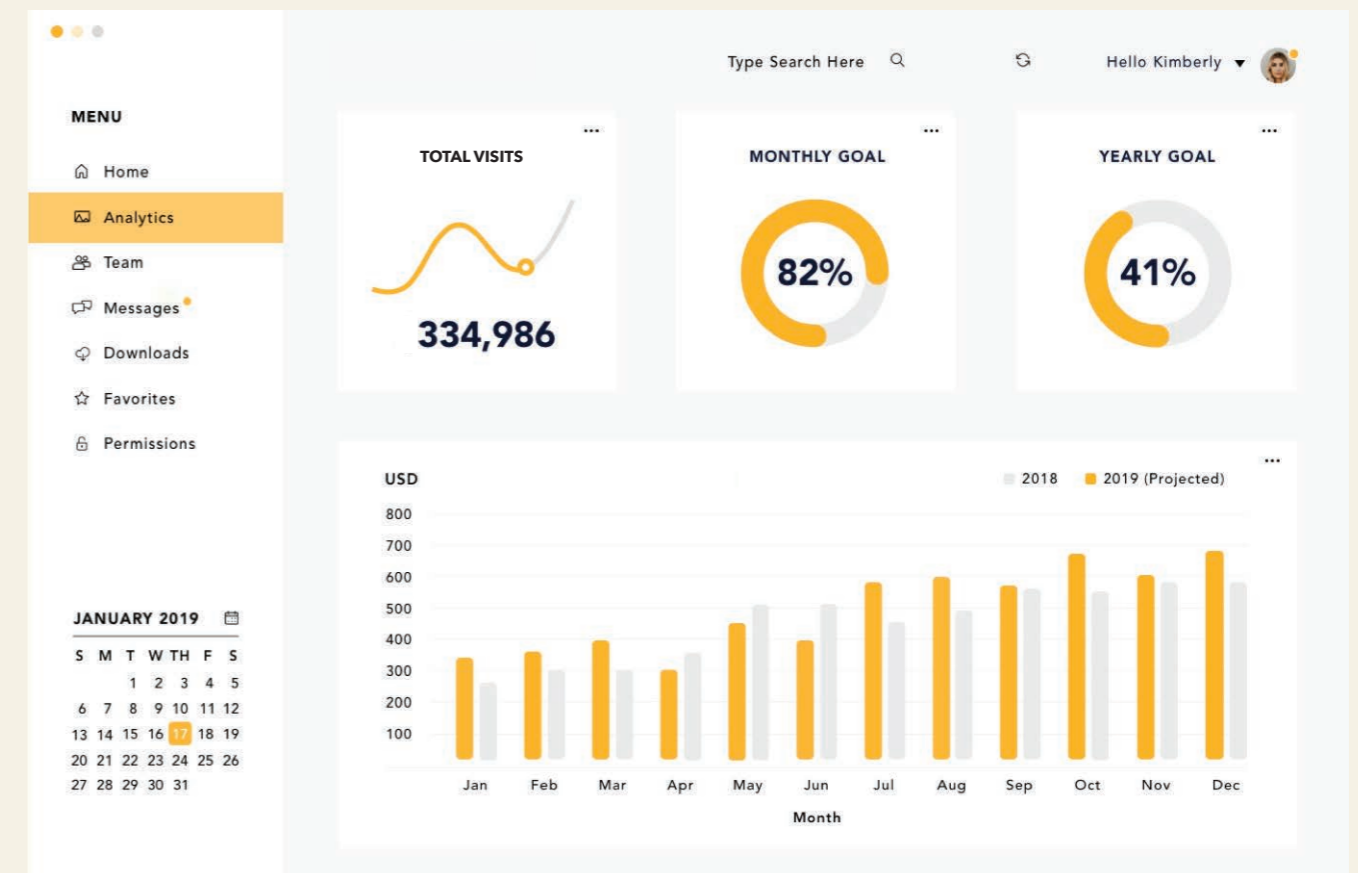
SEO is vital within digital marketing, since traffic via search engines is often the primary source of exposure for brands. As consumers around the globe seek information about products through online search engines every day, it becomes more crucial for websites to utilise SEO to rank higher than their competition in terms of search results.

## Top Skills

1. Problem Solving
2. Attention to Detail
3. Analytical Skills

## Career Pathways

1. Search Engine Marketer
2. Marketing Analyst
3. Digital Marketer





Bill Vasiliadis

## DIRECTOR & FOUNDER

### SEO for Small Business Australia



#### *What does a typical day in your career look like?*

I'm the Managing Director, so I oversee all the client campaigns, making sure that everything is on track and according to the strategy that we have in place. I also oversee the staff to make sure that they're all OK in terms of their assigned campaigns, and if any further help is required. In SEO, you would typically have clients assigned to you. We would formulate a strategy with each client at the beginning of the campaign after completing an **analysis/audit** of their website which determines what needs to be done to improve their website visibility. The role of the SEOs is to then work on that strategy. Towards the end of the month when we have completed the hours for that client, to report on what we've achieved, we'd go into the analytics and see what kind of traffic we have achieved for this client, and whether or not we met their goals.

#### Search Engine Optimisation

#### *Could you give us an example of a recent work you did with SEO?*

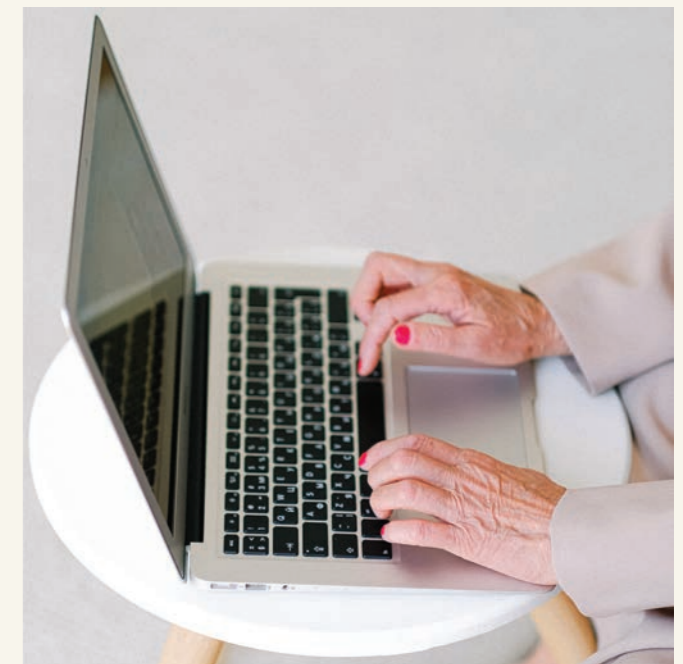
An example would be Sydney Criminal Lawyers who are a specialist criminal defence firm in Sydney. Prior to SEO, they had very little visibility at the search engines. Now, with strong SEO foundations and a combination of content marketing, social media marketing, PR, and other digital tools, they have very strong visibility on Google where most of their leads are derived from.

#### *What do you think are the skill sets needed for students to really thrive in SEO?*

I think you need a balance of **technical and marketing**. If you just have the marketing skill set, you'll still do quite well, but there are parts of SEO that are quite technical, and likewise there are parts of SEO that have a strong marketing focus, so having both skill sets will help you do really well. I'm finding that a lot of people in marketing positions today, whether they are the marketing manager of Foxtel or Netflix, are always up-skilling to get more knowledge. If you can add some technical elements to your skill set, whether it's taking **computer coding or networking courses**, it gives you that edge when it comes to the technical side of things, which I think will complete a student who is really interested in analytics and digital marketing.

#### *What goes into a typical campaign? In terms of softwares, time, etc.*

We use a bunch of different software, like **Google Analytics, Semrush, and Ahrefs**.



Google Analytics is a big one: it's free, it's easy to use, and there's a lot of information there for you to get a meaningful insights.

SEO is always ongoing, it's not something where you can turn on and off - it needs to be a part of your long term marketing strategy especially since you typically don't see results straight away. It takes quite a bit of time depending on what kind of competition you have, whether it's a brand new site or an established site.

Whereas SEM (Search Engine Marketing) you might turn on and off as required. For instance, you might ramp it up during particular seasons like Christmas, end of financial year sales or whatever the case. SEM can be customized depending on the situation, whilst SEO should be ongoing. So in terms of duration, we make sure that clients understand that it is a long-term process. With our system, we work on a month by month basis but we find that most clients often commit to years.





## Student Opportunities & Marketing as a Major

---

UNSW offers a myriad of different **career-related opportunities** for students to develop their professional skill set and attain relevant, industry-related experiences. This section comprises what **Careers Accelerator** is, the various **internships, mentoring**, as well as **networking** and **global opportunities** that the suite offers. Additionally, we cover **UNSW's Co-op Program, Virtual Internships, Student exchange** as well as **MarkSoc's career-related events**.



# Career Accelerator

Career Accelerator (CA) is a suite of business industry, work-ready experiences open exclusively to all UNSW Business School students (undergraduate, post-graduate, domestic and international students). These experiences include 4 key areas: **Internships, Networking, Mentoring and Global Opportunities.**

**Email:** [careeraccelerator@unsw.edu.au](mailto:careeraccelerator@unsw.edu.au)  
**MS Teams:** Career Accelerator

step

1

## Unlock Your Opportunities

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

### See What's on Offer

Boost your qualifications by completing a **free Excel certification**. Add it to your LinkedIn page and get instant feedback on your resume and LinkedIn profile through the Career Accelerator AI tool.

step

2

## Global Business Practicum (Virtual)

The Global Business Practicum is an extensive and experiential for-credit short-course. In adapting to the travel restrictions, the course has been offered virtually connecting students to companies in **Bangkok, Hong Kong, Jakarta and Ho Chi Minh City**. You'll have the unique opportunity to gain international understanding, exposure and workplace skills by studying and working in overseas.

## Business Experience

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, deal-book, business opportunities accelerator** and **shared value**. These programs run throughout the year and offer 2-week experiences and 25h of business experiences, 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. There are also virtual internships through **Forage** (formerly Inside Sherpa) and **Grad Australia** as well.

## Networking

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

**Industry extra:** Boost your career development and learning, and up-skill in an Industry extra workshop. From building resilience to creating a quality LinkedIn page, we reel in the experts and share practical, evidence based advice for you to apply.

## Internships

**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!

## Social Entrepreneurship Practicum (COMM3030):

Want to do business for **social good** and work with mission-driven industry partners? 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.

## 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.

step

3

## Stay Informed

Look out for our **Career Accelerator newsletters** to stay updated on what programs and events are ahead, as well as useful links to skill-ups and courses.

## Connect with Your Community

Let's face it - you'll be working alongside the same people you're studying with. Career Accelerator works closely with UNSW Business school affiliated clubs and societies, including MarkSoc. Together, we work together to bring you the best career focused events, programs and publications.

step

4



# Student Opportunities

## Co-op Internships

### What is it?

The UNSW Co-op program is a scholarship program that provides the opportunity to train and develop yourself as a professional within your industry. You'll be able to work and get paid at one of **UNSW's sponsors**, who are all outstanding industry leaders.

The Co-op Program develops the 'complete' graduate. The Program offers a cohort of high potential students an opportunity to **combine academic excellence; challenging, real world experience; leadership and professional development training; mentoring and networking opportunities**; all before they graduate.

### How Does it Work?

Students for each program are selected by a panel of industry sponsors and UNSW staff on the basis of academic excellence, demonstrated leadership, communication skills and motivation.

### 24-Week Marketing Internship

Get started on your marketing career with a one-off 6-month internship with a Co-op sponsor. It's a great way to get real, industry experience before you even graduate, and is an amazing add to your resume.

### The Details

- Work for **6 months** from January/February
- Get paid **\$19,600** in total
- You must be enrolled in a commerce internship course (COMM3101 or COMM3202 and study at a university as a part-time student during the course of the internship.)
- Applications run on a **seasonal basis**

### UNSW Co-op Sponsors



The above are only a list of UNSW's Co-op Scholarship sponsors and internships from other companies may also be offered.

## Student Exchange

### What is it?

Student Exchange allows students (undergraduate, honours and postgraduate) to gain credit toward your degree while studying, living and travelling overseas.

It is a part of your degree. You remain enrolled at UNSW on exchange and, at the end of your exchange, you bring a full-time credit load back to your UNSW degree. Best of all, it does not add any extra time to your studies.

- 01 Meet the following requirements:**
1. Possess a credit average WAM, though depending on the university it may be higher.
  2. Have at least 18 UOC left in your degree.
  3. Choose a UNSW partner institution.

- 02** You need to know which courses you'll be doing for the remainder of your degree and be sure these fulfill your degree requirements.

- 03** Check out UNSW Partner institutions and see which universities offer courses that fit your progression plan.

- 04** Fill in that application form! It's a lengthy one but totally worth the priceless memories and experiences you'll be enjoying on exchange.

### Virtual Internships

You can study online and take courses at the host university while it is not possible to travel. Virtual and online experiences are a great opportunity to develop your global competencies and make international connections from the comfort of your own home.

## MarkSoc Events

### Mentorship Program

Our flagship mentorship program is an 8-week initiative placing students with relevant industry mentors to help bolster their education by allowing one-on-one advice and guidance. There will be four professional skill-building workshops throughout the program, covering networking and product development, throwing you into the life of a marketer. Apply to be a part of this competitive program to launch yourself into your marketing career! This is an annual event so be sure to anticipate MarkSoc's 2022 Mentorship Program!

### Case Crack

Held with our sponsor P&G, the Case Crack is a one-day event that demonstrates the basics of how to approach a business problem, followed by an opportunity for you to put those new skills to the test. The workshop is held in conjunction with a competition at the end for you to show off those new skills and compete against other teams.

ONLINE 29th July



# Marketing As A Major

As of 2021, the BCom degree had undertaken some changes to its core structure. Likewise, the Marketing Major has also undergone a few structural revisions. For more information please refer to the 2021 Handbook.

## Core Courses

Students must take 36 UOC of the following courses.

**COMM1100**

Business Decision Making

**MARK2012**

Marketing Fundamentals

**MARK2052**

Marketing Research

**MARK2085**

Consumer Centric Innovation

**MARK3054**

Marketing Analytics & Big Data

**MARK3087**

Customer Analytics

## Key

 New Marketing Major course introduced in 2021

 Industry Experience (out-of-classroom course)

## Prescribed Electives

Students must complete 12 UOC of prescribed elective courses, with at least one course being level 3.

**COMM2222**

Industry Experience Program

**COMM2233**

Industry Consulting Program

**COMM3020**

Global Business Practicum

**COMM3030**

Social Entrepreneurship Practicum

**COMM3101**

Industry Experience Placement 1

**COMM3202**

Industry Experience Placement 2

**ACCT3563**

Issues in Financial Reporting & Analysis

**MARK2051**

Consumer Behaviour

**MARK2053**

Marketing Communications & Promotions Management

**MARK2055**

Service Marketing & Management

**MARK2060**

Event Management & Marketing

**MARK2071**

Service Marketing & Management

**MARK3081**

Distribution Strategy & Retail Channels

**MARK3085**

Digital Marketing & Web Analytics

**MARK3088**

Product Analytics

**MARK3089**

Price Analytics

**MARK3091**

New Product & Service Development



# Marketing Degree Experiences

## MARK2012 Marketing Fundamentals

MARK2012 as a course lays out the **foundation** for marketing, content consisting of basic fundamentals such as **consumer behaviour** and the importance of **problem recognition**.

**Class participation** weighs a hefty portion of the final grade, so it's crucial that you're on top of **weekly readings** and come to class prepared to discuss your answers to the designated questions. I personally really enjoyed this course and it is ultimately what made me want to further my studies in this field!

Alice Lee  
2nd Year  
Commerce/Design



## MARK2051 Consumer Behaviour

MARK2051 offers a fundamental understanding of the **sociological** as well as **psychological** reasonings behind why **consumers** act the way they do in a marketplace.

In my experience, this course was a very **collaborative** and **team-work based** learning experience due to the **final group project** assessment. One tip I would offer is not to neglect the **prescribed textbook** as the **fortnightly quizzes** require a good understanding of the concepts that are offered from the textbook.

Chandy Jang  
3rd Year  
Commerce/Media

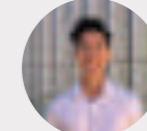


## MARK2052 Marketing Research

MARK2052 will likely be your first introduction to the use of **market research techniques**. The course is highly dependent on your understanding of **applying various statistical techniques** for different objectives so taking the extra time to play around with the tools in the **SPSS software** is crucial.

**Collaboration** is key to the assignment so hold weekly meetings to share findings and propose strategies. Overall, it was quite fun uncovering insights and applying them to a **real-practical case**, kick-starting my interest in **data analytics**.

Aaron Wu  
3rd Year  
Commerce/Info Sys



## MARK2085 Consumer Centric Innovation

MARK2085 takes on a different learning style to other Marketing courses; you learn to hone your abilities to **problem solve** and **innovate** in a **hands-on, team-based** environment.

This course is all about **application** and engaging in a **collaborative setting** to devise solutions to real-life problems. I would advise more than anything to **stay open-minded** and draw upon your **creativity** as you will be asked to present numerous **innovative solutions** throughout the term as a part of the **Sandbox Challenge assessments**.

Melinda Liu  
2nd Year  
Commerce/AdvScience



## MARK3054 Marketing Analytics & Big Data

MARK3054 is a very hands-on course that focuses on **group work** for the majority of the term, so choose your group wisely as you will be spending lots of time with them!

Understanding the theory (**T-statistics, ANOVA testing** etc.) is crucial in helping you finish the assignment well, so **definitely make notes** during lectures and tutorials and do **additional readings** to deepen your understanding. This course was really interesting and had a good **mix of both theory and practical** - especially when dealing with big data!

Caitlin Su  
4th Year  
Commerce/Economics

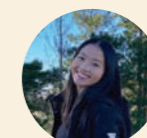


## COMM2222 Industry Experience Program

COMM2222 allows you to gain **industry experience** during university whilst receiving credits for it. This **hybrid learning style** offers **short** and **long-term internships** and projects with **introspective report-like assessments**. On top of that **video check-ins** must be submitted during certain times to **reflect on skills/learnings** gained throughout the internship.

The most important thing to know is the **commitment required** per internship offering so you can proactively change your personal and uni schedule around.

Emily Yin  
4th Year  
Commerce/Media







## Insights from Jack Cadeaux and Graduates

---

This final section features the **Head of Marketing School at UNSW - Jack Cadeaux**, providing knowledge on what students can gain from studying marketing at UNSW, current marketing trends as well as what the changes made to the **Bachelor of Commerce degree structure** mean for students wishing to pursue a marketing major. We also interviewed recent **marketing graduates** to share their insights on what their current jobs are like and advice for students who may be interested in their fields of work.



# “ Marketing is something that makes a difference to everybody’s life every day. ”



**JACADEAUX**  
**Cadeaux**  
Head of Marketing School at UNSW

## ***If you had to sell a career in marketing in one sentence, what would you say?***

It’s hard to do in one sentence, so instead there are two key words that describe marketing: exciting and inescapable. Marketing is something that makes a difference to everybody’s life every day. There are a massive number of products and services that customers are exposed to and the decisions they must make to choose their desired item, for example, where to use/buy the product. With consumers having a profound influence in our economy, the need for marketing is core within our society – marketing is pervasive, inescapable, and important.

We can acknowledge that marketing, namely the activities involved in developing, distributing, and the promotion of products, is responsible and accountable for many consumer decisions. For example, marketing has been involved in health services, ranging from research to education. The healthcare industry has a strong injection of marketing, such as developing vaccine policies, which involve core concepts of marketing and economics.

The prosperity of many organisations depends greatly on marketing, which creates profitable matches between producers and consumers for goods and services as well as efficient and effective marketing operations. The changing diversity of goods/services, producers, users, consumers involves both formal and informal processes. In that sense, marketing is not just a business function but also a social process and an evolved dynamic activity – we are not self-sufficient and instead need to trade with others.

## ***How do the recent changes made to the Bachelor of Commerce degree structure impact those wishing to pursue a marketing major? What do students gain from these changes?***

The current objective of the faculty is to have a more integrated program, one which considers the inter-disciplinary and functional relationships between marketing and other business operations. For first years, there will be no more functional courses such as MARK1012 and ACCT1501, but marketing will still play a major role in the BCom, although specialisation will generally begin

in the second year. Beginning in the first year, the new BCom degree will emphasise the creation of value, the global environment, general management skills, and analytics. Thus, the new first year program will involve aspects of skill development, career orientation and substantive knowledge of core principles, namely financial analysis and management, which may or may not relate solely to marketing.

Now, the core content of the old MARK1012 course will become the foundation for much of the content of a new core course, MARK2012, from 2021-T3 onwards. It will generally be available to BCom second years and non-BCom majors. Some advanced first years can potentially elect this second-year course during their third term of the first year, commencing 2021-T3. However, this course is not a required component for the first-year cohort of students starting a marketing major. They normally would do this course in their second year as part of the marketing core, as was the case some years ago at UNSW and is the case at many top universities around the world. The usual range of electives remains for students to choose from with additional contemporary analytics courses now also on offer.

## ***What are some of the most significant marketing trends you’ve seen grow from the COVID-19 pandemic? How do you think these may impact a career in marketing?***

First, the emergence of telecommuting, zoom meetings and other virtual business practices have been a significant marketing trend because of the COVID-19 pandemic. Most of these behaviours won’t go back to the way they used to be. Sales through face-to-face negotiations will be less critical, but, on the other hand, site visits will still be important. Initiation and post-sale activities can be handled more electronically since people are more accessible online via virtual calls even though face-to-face negotiations may have greater interaction in activities such as sales activities and some planning meetings (e.g., to discuss physical product prototypes, etc.).

Second, the demand for goods and services has been constantly changing due to macro-shifts in the economy. People have been recently spending less on travel and thus have discretionary income to spend on home repair and development, although this won’t be a long-term outcome. Home sector and supermarket sales have boomed

but have plateaued out and travel will begin to pick up again, although it will probably take a different form, with less pure business travel.

Third, and most importantly, information and technology sectors will expand through more innovative and newer technologies, many of which involve marketing operations or at the minimum require marketing management to succeed. Expanding on this sort of behaviour and activity could include augmented reality and other dimensions, for example holograms or simulated shopping experiences. The world has been talking about tech development for years but when will it be routinised? For example, how do we make people feel they are in the same room with holograms? Technology has been pervading many aspects of marketing – both tactical and strategic. Although there has been less development of innovative practices historically in some sectors – fast moving consumer goods and automobile industries are prominent examples, these sectors will soon also undergo rapid transformation.

## ***What would be your biggest piece of advice for students looking to pursue a career in marketing?***

There is no formula since the dynamics of markets continually change. This is what makes marketing different and complex to other areas of business such as accounting/finance/law. Marketing builds on analytics and communication/thought skills through oral and verbal practices. That’s why it is so rewarding.

While they do need to have a broad range of core analytic and communication skills, marketers don’t need to have equally high-level analytical and communicative abilities as specialised strengths. They should have a broad, creative, and forward-thinking mindset. Be proactive and think about how the actions you take will impact others such as customers, suppliers, and other stakeholders. This is called a systemic viewpoint. Ask whether your actions would result in a better or worse outcome.

You can practice this through experience, sensitivity, and even simulation. Keep up with the latest developments in marketing knowledge, whilst still not forgetting the basics either.



## Cassandra Poon

Bachelor of Commerce (Marketing) and Law at UNSW

Brand Manager at Procter & Gamble

### *Describe a typical day at your current job.*

A day can really differ - this is probably the most challenging but also most exciting part of my role. Brand Management at P&G is kind of a different type of world because you're involved around the whole business. You go end-to-end - it starts from developing the marketing plan to actually executing the plan. There are days when we're on TV for some of our products and I could be in a studio listening and approving voice-over recordings. There are also days where I receive results about how our product is performing in the market and spend time analysing its performance. This is why I think every day for me can be quite different.

### *What advice would you give students who are unsure about what career to pursue?*

Talk to people! Reach out to people in careers you are interested in to hear their stories and gain their perspectives! It will give you a better understanding of what they really do in their roles and help you figure out if you're interested in those areas. Another piece of advice would be applying for internships! The best way to learn about a job is to do it. Look for opportunities to intern in different industries and roles so you can get a better sense of what you enjoy - whether that's the industry, type of role, or team culture.

### *What skills did you gain during your time at uni that helped your career?*

Teamwork and interpersonal skills definitely went a long way! Uni is a great place to meet a variety of new people and also work with them in different settings. I joined uni societies and case competitions which helped me develop my skills in working with different people from various backgrounds.



## Emma Le

Bachelor of Arts & Business at UNSW

Partnerships Trader at UM

### *Describe a typical day at your current job.*

I plan online and offline campaigns for Nestle, buy TV and manage two executives! I'm either in a client, creative agency or publisher meeting, and most Fridays out on work lunches!

### *What do you love most about what you do?*

I love being able to see the campaigns come to life - seeing an outdoor panel on the street, an ad on Instagram or reading articles about content you've had a hand in planning.

### *What advice would you give for students who are unsure about what career to pursue?*

I would say don't expect to land your dream job in your first year out of uni. Use those beginning years to figure out what you like and what you don't like. Give everything a go!

### *What skills did you gain during your time in MarkSoc/uni helped your career?*

Other than learning the ins and outs of Photoshop and Illustrator, I learnt so much about leadership, working in a team, time management and being organised. In my first job interview out of uni, I spoke a lot about my experience in MarkSoc - there was so much to draw out of it.





**We'd love to hear from you!**

-  <https://www.facebook.com/unswmarksoc/>
-  <https://www.instagram.com/unswmarketingsociety/>
-  <https://www.linkedin.com/company/unsw-marksoc/>
-  <https://unswmarksoc.org/>
-  [general@marksoc.org](mailto:general@marksoc.org)

