

# Careers In Marketing

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The increased emphasis on customer service in both the private and public sectors has meant a greater need for marketing people. In general, the skills that a marketing education provides are in demand amongst employers. People need to be able to communicate more than ever before, particularly with the increasing complexity of the workplace and the imperative for Australia to compete in the global marketplace. A career in marketing, advertising or public relations can be exciting, fun and challenging, and calls upon people skills and analytical ability.

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## Introduction

Marketing is about communicating with people in order to influence their behaviour, attitudes and perceptions. You may do this in a number of ways; on a one-to-one basis as a sales or marketing representative, to many people via direct mail from a marketing database, or enmasse using advertising. You may be hoping to persuade them to invest in your company's products or services, donate to your organisation, or influence their attitude to your client.

A career in marketing could include a number of positions and career tracks. Fund raising, public relations, and advertising are also included under the banner of marketing. Three common elements in all of these jobs are communication, people and results.

Some job titles that graduates entering marketing may have:

- Marketing assistant
- Sales representative
- Marketing representative
- Marketing officer
- Business development coordinator
- Fund raising officer
- Market research assistant
- Public relations officer
- Publicity officer
- Promotions officer
- Media liaison coordinator

A review of thirty-three entry-level marketing positions advertised in the national press indicated that marketing graduate and marketing assistant were most common. In total, fifteen different titles were used including management cadet and product assistant. Positions in advertising have very specific titles and will be described in a later section.

## Marketing and Sales

### *Direct Marketing*

There are creative and analytical components to this aspect of marketing work. Direct marketing involves identifying a target population according to the needs of people, and the features of your product or service. Computer databases are used to store information about the population, to generate direct mail, carry out telemarketing, record responses, schedule follow up, and evaluate results. Graduates working in this area may be expected to develop and maintain the database, operate the direct marketing campaign, and have input into material that is sent to customers. The latter activity is where creativity comes in, since the material must be eye catching and written in a manner that will ensure it is read.

Direct marketing has traditionally been used to sell products and services, but more recently it has been used for purposes such as political electioneering and providing total customer care. Around the time of government elections you or a member of your household may have received a personally addressed letter from your local politician or candidate. This is a new application of direct marketing called push polling.

Telemarketing is not considered to be an area of graduate employment. Staff are usually employed on a casual basis and the turnover of employees can be very high, particularly in outbound work. Selling, or trying to get appointments for sales representatives on the telephone is very difficult and can be quite demoralising. However graduates involved in direct marketing may eventually be responsible for supervising telemarketers, so it does not hurt to have had some experience in telemarketing.

With the increased focus on customer service in business and government, there has been an increase in the number of inbound telemarketing positions. Companies have established customer care centres, where staff handle incoming calls from consumers. Working in this area is quite different. You do not have to deal with rejection when prospects hang up or say they are not interested in your product. However, excellent people skills are required because you may be dealing with irate or difficult customers. Again, this may not be graduate work, but a graduate may well be involved in working with a company to set up a customer care centre. In fact the Graduate Destination Survey<sup>1</sup> shows that quite a few graduates are employed as customer service officers in large financial institutions, possibly before moving to more demanding roles.

### ***Market Research***

In consumer product marketing you will be required to use analytical skills. You may be analysing large amounts of data collected about a product and looking at the demographics of people buying the product. The emphasis in this area is on data analysis, numeracy, and computer literacy.

In Australia, two of the major specialist firms are AGB McNair and Roy Morgan Research. In entry level positions responsibilities include gathering, recording, and organising data. Over time, you will start to assume responsibility for more of the project including meeting the client to identify their needs, designing the research, supervising those conducting the research, analysing the results, and writing and presenting the client report.

In summary, market research is the analytical component; one that requires strong numeracy, computer literacy and very careful attention to detail. If you believe you have flair and creativity and do not really like the nitty gritty, you may be best advised to look at other aspects of marketing such as advertising and sales promotion.

***Case History: Market Research***

*For Sally Joubert, studying psychology meant a career as a clinical psychologist, that is, until a round of employer talks in her third year introduced her to the business applications of her discipline. From then on her plans took a complete turn and when recruitment started for graduate trainee placements in large companies, she went careering into the commercial world.*

*Ms Joubert is now partner and Director of ADS - Advertising Development Solutions - a market research company specialising in evaluating advertising. She established the company in 1991 with a colleague from Cadbury Schweppes, her first employer. It was a case of seeing a gap in the market and designing a plan to fill it.*

*“We had certain goals we wanted to achieve. We wanted to work exclusively in market research for advertising, and to develop a special system which we could licence overseas. There were only three or four systems available around the world, nothing had been developed in Australia,” she said.*

*ADS has developed a system of quantitative and qualitative research which pre-tests advertising with a sample target audience. The sample audience is shown the client’s advertisement, asked to discuss their reactions to it and answer a questionnaire. The quantitative responses are then put into a data base and compared with other responses to give an indication of the ad’s effectiveness.*

*“We now have about 23 million data points, that’s 23 million ratings of ads. This is what makes the system unique. It’s tapping into all the analyses we have already done and putting the ad into a greater context,” she said.*

*The system, called ADD+IMPACT® (read ‘Add Impact’) is now licensed to market research agencies in 14 countries around the world. In Australia alone, clients include Campbell’s, Tourism Victoria, Sterling, Lever Rexona and Australian Cooperative Foods.*

*She believes psychology is the perfect background for a career in market research because it combines statistical analysis and communication skills. “If you just have pure statistics you can talk about the numbers, but you have to be able to communicate back to people what those numbers mean,” she said.*

*Moving out from a secure position in a large company and setting up a new independent business was probably the greatest challenge of her career. However when considered rationally, she decided the risk was minimal. “I always thought: ‘If it doesn’t work, I know I’m not unemployable.’ So what I risked was maybe six months’ work. I also think being younger helped, it wasn’t as if I had heaps of ties or financial commitments.”*

*Ultimately, she decided the risk was worth it. “It is fantastic running your own business, and it’s great having a company where everyone works together; you do everything from taking out the rubbish to meeting with large clients. I couldn’t have done it on my own. Having really good people to work with was essential.”*

*Last year, Ms Joubert completed a Master of Arts in Applied Psychology at the University of Melbourne with a thesis focussing on the attributes of effective ads. She believes this has given her added credibility with her clients and allowed her to crystallise her work with the company. She sums up her approach to her work in five simple words: “There’s so much to learn.”<sup>2</sup>*

## ***Product Management***

Procter and Gamble initiated the concept of product management in 1927. The purpose of product management is to focus on the performance of a product, and to coordinate the efforts of different parts of the company to achieve that performance. Therefore the work of the product manager is measured in terms of profitability, sales volume, and market share. Since much marketing work is performance and profit oriented, it can be quite high pressure, and highly stressful. However the rewards are also there. As one product manager said “It's exhilarating. I took over one brand when it had been declining for three years. We analysed the business and wrote a marketing plan. Currently it is the fastest growing product in the entire industry! It's been tremendous for me and the people who have worked on the business to watch it respond to a plan that we put together. Its one of the most satisfying experiences that I've ever had.”<sup>3</sup>

Product manager role exist in the consumer products market and in industrial or technical sales. In the latter area, the job is usually a promotion gained after two to five years in sales. Activities include working with sales people to further the market penetration of a particular product, concentrating on major client accounts, and focussing on the technical aspects of the product. In consumer product marketing the product manager may focus on advertising as the main promotional tool, rather than on the sales force.

The product manager's role requires significant coordination and consultation with people in other functions, all of whose activities impact on the performance of the product. The product manager may liaise with other people in the company who are responsible for:

- approving advertising copy
- choosing where to place advertising
- monitoring advertising strategy
- market research
- product research
- sales promotion
- budgeting
- production scheduling
- distribution of the product
- influencing the direction of the sales team

An entry level position would be marketing assistant or assistant brand manager. For example, at Procter and Gamble the graduate's initial assignment is Assistant Brand Manager under the personal guidance of a Brand Manager. The assistant works on specific projects that contribute to the growth of a brand. Later the graduate may progress to Brand Manager where they will have additional responsibilities and possibly have people reporting to them.<sup>4</sup>

### ***Marketing or Sales Representative***

If you become a marketing or sales representative your role will be quite different from that

of graduates going into other areas of marketing. You will be dealing with customers on a one-to-one basis. You may also have more responsibility and autonomy. You may have a territory (eg a geographical area, or a particular industry such as manufacturing) from which you are required to generate business. You would spend a lot of time meeting clients to learn about their company, to identify and pursue opportunities for selling your product. You could also spend a lot of time preparing material for the client which explains how your product will meet their needs, and be of benefit to their business.

Generally graduates would be working in the 'high end' of sales, that is, selling products that are sophisticated, perhaps technically complex, and ones that require a large investment on the part of the client. The application of the particular product or service might be complex, and require a lot of specialist knowledge, so that the graduate is acting in the role of consultant to the client. Some industries where graduates find these roles include information technology, telecommunications, pharmaceuticals, and business services such as accounting and training.

People in sales identify autonomy and responsibility as two aspects of their work that they enjoy. Since you are directly responsible for generating results from your territory, it can be like running your own small business, with the advantage of the back up and support that your employer provides. The opportunity to earn a lot of money is important, as is the chance to do something different every day. Sales representatives also enjoy dealing with people from a number of different industries or companies.

Sales is one area of marketing that can be relatively easy to get into straight from university. Since there is no degree in sales as such, most employers expect to train people. Sales can be a good starting point for a career in marketing or management. For example you may spend two to five years in the field as a representative, then move into product marketing or brand management. Later you might progress to sales management, where you would look after a team of sales people.

Some large employers of sales people will take graduates from any discipline. In the 1980's IBM recruited large numbers of graduates from Arts, Science, Commerce and Engineering in roughly equal proportions, for positions as trainee sales people. If you are interested in a career as a professional sales person it would be handy to have some knowledge of basic business principles. As a sales consultant one of your key roles is to demonstrate to the client how your product is going to help their business. Therefore it helps if you know about business! Also, if you have had some exposure to business and industry, either through study or work experience, you will have a better idea of whether this is a field you want to work in. Interpersonal skills and a positive attitude are also important.

Personal characteristics required for a career in sales include a liking for people from a broad range of backgrounds. Technical expertise can be needed depending on the complexity of the product. For example, marketing representative positions advertised recently for graduates to sell animal health products and industrial chemicals, indicated that degrees in veterinary science and chemistry respectively would be desirable. Organisation and paperwork skills are also handy as sales people are required to keep track of a lot of details.

### ***Case History: Marketing Representative***

*I studied an Arts degree with a double major in psychology. At the beginning of my final year I realised I had to decide what to do, career wise. One academic gave me some sound advice. He said that if I wanted to work in industry I would probably need to do some study that demonstrated to prospective employers that I was serious, so I chose a Business Administration subject in the Commerce Faculty.*

*I did not really choose marketing as a career. I attended all the campus information sessions and the organisation that appealed to me most happened to be looking for people to train as marketing representatives. The company was a large computer supplier who I perceived to be very dynamic and achievement oriented in an industry that was growing rapidly. After a number of interviews, I accepted their job offer.*

*All the company's new graduates went through a lengthy training program which included formal classroom training, group work and case studies, as well as being an 'apprentice' to more senior staff in the office. Training covered product knowledge, basic computing, business, and selling, which was fortunate because I knew nothing about any of these subjects! We were taught high level communication skills needed for a consultant's role. Although university gave me some idea of formal written communication, I found it to be very different in the business world. My skills needed to be much more highly polished, professional and tailored to the business world.*

*In my second year with the company I had my own territory to manage, from which I was expected to generate about \$500,000 to \$1 million in sales. It was up to me to find new customers and to manage my own show. I used a direct marketing campaign to introduce our products into a new market. This involved identifying companies that were large enough to buy our products, putting their details into a database, sending direct mail to promote our products and inviting them to seminars that were relevant to their particular business needs. I then follow up with individual meetings and demonstrations for the prospects interested in finding out more.*

*It was extremely challenging work - every day was different and it was interesting to go out and meet people from a whole range of different industries, tour their manufacturing plants, review their operations, and learn about their business. It was also very high pressure work. We all had a sales quota that we had to achieve, and we had deadlines that had to be met. We worked very long hours particularly in the early stages.*

*The thing that I found most difficult about the job was that you did not win every sale. Trying to find prospects was also difficult because some people would not even agree to see you for an initial appointment. Ten computer managers saying "I'm not interested" was quite dispiriting. However it was possible to build good long term relationships with clients, which was quite satisfying, as was seeing a project right through to completion. If you are an outgoing, sociable person you would enjoy this work because it is all about working with people all the time. Overall it was an excellent start to a career in business, and one of the best aspects was that the pay and other financial rewards were outstanding!*

### ***Channel Sales Or Account Management***

Channel sales can be defined as representing a supplier to another organisation who distributes products for the supplier. The channels may be the chemists who sell products for Johnson and Johnson, dealers such as Data 3 and Ferntree who sell computers for Compaq, or Coles and Woolworths who sell dog food for Uncle Ben's. The role of the representative is to provide service to the retailer, promote new products, oversee the merchandising of the product, look at how well the product is displayed, and attempt to influence how much shelf space is allocated to it.

At Procter and Gamble for example, graduates start their career in sales management as section managers responsible for a large volume of sales through a variety of pharmacy or grocery outlets. The role requires planning with the outlet to ensure that Procter and Gamble brands are prominent in supermarkets, department stores and pharmacies. The Section Manager has to ensure that the company's business volume goals are met, and that their products have a superior presence in distribution outlets compared to competitive brands.<sup>5</sup>

### ***Sales Promotion***

Also known as relationship marketing, sales promotion is tied in with the relatively new, but rapidly spreading practice of database marketing. "Fly Buys" are probably the best known current example of this method. Sales promotions use incentives to encourage customers to come back to the same supplier more frequently, and to buy more.

This sector can also include merchandising, sampling, and trade shows. To get into a sales promotion agency, most people start out in advertising, or brand management functions. Sales promotion is also conducted by companies in-house, and could well be an activity with which new graduates become involved.

### ***Not-for-Profit Marketing***

From observing the job vacancy pages of the newspapers in Australia over the last five years, it is apparent that there has been an increase in marketing positions in not-for-profit organisations. In Australia there are a number of opportunities to work in a fundraising capacity. Private schools have become more sophisticated and systematic in tapping the old boys or girls network for funding. Public universities have also started cultivating their alumni and the corporate sector, through formal marketing programs. Non-government funding for universities has increased, and is now up to 40% or 50% for some of the larger institutions. Positions in not-for-profit organisations generally call for marketing experience, however occasionally assistant level positions are advertised. These may be referred to as marketing assistant, and the term development officer is also used.

Government bodies are also turning to marketing experts to improve communication with the public they serve. In the 1990's there is a much more service-oriented culture in both the private and public sectors, resulting in many new customer focussed (ie marketing) positions.

There are often a large number of volunteers associated with not-for-profit organisations including the Red Cross, Friends of the Library, volunteers in the National Gallery, environmental organisations, and community organisations. Therefore some marketing functions may also include responsibility for coordinating volunteers. Being one of those volunteers may just be the first step on the path to a permanent job for the new marketing graduate.

### ***Marketing Director - Arts***

Organisations in the arts are looking for individuals who know the art form, (dance, opera, orchestra or gallery) can identify the target audience, and can develop and implement marketing strategies.. There are three different entry paths: an arts administration degree, a business degree, or sales success in another field. Any of the above combined with an interest in the art form would be useful in achieving your career goals.

Within this field there are a number of different roles including PR, advertising, development/fundraising, and sales. In smaller organisations they may all be combined in one job. Some of the responsibilities include:

- earning income through subscriptions, ticket sales, sponsorships or donations
- brochure development
- writing copy
- pricing
- developing special events
- market identification
- audience development
- budgeting and sales reporting.
- there may also be an educational element in presenting materials for schools.<sup>6</sup>

There is a very strong emphasis on experience in this sector of the job market. Voluntary work experience can give aspiring candidates an edge.

## **Advertising**

### ***Account Executive***

The account executive (or account manager) has to bridge the gap between the product manager and the creative specialist. The product manager may be sporting a grey pin-stripe suit, white shirt, and brief-case, while the creative specialist could well be dressed in a bright shirt, jeans, and runners, so bridging the gap can be no mean feat! Generally most large-scale advertising in Australia is contracted out to agencies. The account executive and the creative specialist are employed in agencies, and the product manager is representing his or her company. The account executive is the communication channel between the client and other

people in the agency. The account executive also contributes ideas to the project, so although the role is mainly liaison and coordination, there is a creative aspect.

People who work in advertising claim that they do not have an 'average' day. Comments include "My immediate response is that there is no average day. I read, I write, I discuss, I investigate and problem solve, I attend meetings, and some days I even have lunch."<sup>7</sup>

### ***Media Buyer or Analyst***

The role of the buyer is to communicate to representatives selling the various media, exactly what is needed by the client in terms of frequency, cost per exposure, and the demographics of the audience. Since the client is investing large sums of money, attention to detail and accuracy are very important. This area of advertising is very much an analytical, brokering job and requires good organisational skills, attention to detail and tight control. It really is the opposite of the freewheeling, creative image that advertising jobs normally have.

The media buyer may work for an advertising agency or may work independently as an agent in their own right. The media buyer must plan and execute a cost efficient media buy that best presents the advertisement to the target market. The media buyer must also take into account the client's budget and time or space available with the station or publisher.

The media buyer role is often the entry point to a career in advertising, and a graduate aspiring to a career in advertising would need to know about *The Age*, *The Australian*, *The Sydney Morning Herald*, who watches the different TV channels in Australia, and circulation and readership of local newspapers and speciality magazines.

One path that may lead into work as a media buyer is advertising sales. Sales work, particularly for the smaller local media, may be easier to come by, and could give you a leg-in to the industry. In advertising sales you would learn about how the industry operates, and make good contacts from whom you may hear of openings in line with your career interests.

### ***Copywriter***

At last, here is the creative element of advertising! "The copywriter sculpts images from words with tools such as the dictionary and thesaurus, although many words are not to be found in either. The copywriter combines words and symbols in a way that will convey meaning and evoke a desired response. The copy may appear in print or script, each very different in format and composition, but both seek to meet the marketing goals defined by the client."<sup>8</sup>

To put it in more pedestrian terms, copywriters compose written material to advertise products or services. This may involve studying the product to identify which features to sell, writing the copy, and then submitting it for approval.

When asked what they enjoyed about copywriting, one person responded as follows. "Every once in a while I have a day when I can't believe I'm getting paid to do what I do, because I'm sitting around with a million dollar film crew waiting for a dog to eat dog food. There

are forty people sitting around trying to coax this dog to eat, and they all are getting paid to do that.”<sup>9</sup>

Some of the negative aspects of the job are that it can all be a bit trivial, and you are not exactly changing the world by your work. Having to meet deadlines all the time was also seen as a challenge. It can be demanding to be “up” and creative all the time. Finally it can be quite stressful, and there is a burnout factor in copywriting.<sup>10</sup>

### ***Speciality Advertising Distributor***

Have you ever wondered where those fridge magnets advertising Eagle Boys Pizza come from? Well, they are speciality advertising. Speciality advertising also includes such gismos and gimmicks as matchbooks, pens, and mugs. Caps are very big at the moment! These marketing gimmicks may be used with the general public, but they are also applied in specialised circumstances. For example, a supplier may use them to promote a new product to the sales force of the dealers that distribute their product. They are given out at trade shows (such as Motor Shows), and are used by business people in place of business cards.

### **Entry to a career in advertising**

The number of advertising agencies in Australia is small and the competition to get in is intense. Once you are in, the work is high pressure and demanding. However successful advertising people with well established reputations are paid well.

Very few positions in advertising are filled through job advertisements in the newspapers! Of all the job vacancy advertisements reviewed for this booklet, only one or two were for advertising positions. Direct application to the agencies, or networking through personal contacts are the best approaches. To be successful you will have to be persistent, convincing, and have samples of your work. Developing contacts in the industry whilst still a student would help. Try industry associations, working on projects for genuine clients during your course, asking lecturers for contacts, and other networking. Some people also suggest that accepting work in an agency in any capacity is a good idea. You might be the general dogsbody, but at least you have had a chance to demonstrate your skills, perhaps helping out on projects in your own time.

## **Public Relations**

It's not the cocktail circuit - it's stress, pressure and problem solving. Specifically, public relations is working with companies to help them develop programs to communicate with people.

Public relations is a coordinated part of the communications efforts of a company and is closely tied to advertising, personal selling and other forms of marketing. Nonetheless, the qualifications required for public relations can be different from those for marketing. Many public relations positions advertised specify journalism qualifications. The communication methods employed in PR focus on the media in the form of articles and press releases, rather than on personal contact. Public relations positions may also be advertised as Publications Officer, Publicity Coordinator, Information Officer, or Media Relations Assistant.

The Department of Employment, Education and Training has produced a video on careers in public relations.<sup>11</sup> This video emphasises the importance of communication skills, and the ability to get on with people. In your work you would be dealing with senior management of your client companies, journalists and other media personnel, designers, printers, and a range of other people. An understanding of protocol is considered important, as is a positive attitude, confidence and enthusiasm.

Public relations specialists serve as advocates for business, government, educational institutions, hospitals, community groups and for individuals too. They handle a broad range of activities, including preparing press releases and contacting people in the media who might print or broadcast them, either as a news item or as a special feature or magazine article. PR people also arrange contact between representatives of their company or client, and the public. Such contact includes speaking engagements, in which case the PR person may write the speech. PR people also have input into company annual reports and other written material produced by companies. Not only does the PR person communicate to the public, they have an important role in keeping their client aware of public opinion, by providing feedback in a two way process.

### **How to prepare for and get into a career in public relations:**

Get as much experience as you can, even if you have to volunteer. For example, there may be a charitable organisation, school or club that you are involved in for which you could assume PR responsibility. If you were able to get something published it could form the basis of your portfolio. Being conversant with more than one subject or discipline is important. That is, you need good general knowledge and a good general education. Assemble a portfolio of writing samples that you can show to prospective employers. You could even think through a presentation to an agency with respect to one of its clients, and present this to the agency. Make sure you get some experience with university newspapers, political candidates, or charitable or cultural groups. You have to like people because that is who you will be dealing with all day! It is not just a question of sitting at your desk doing creative writing, though you do have to have excellent writing skills.

#### ***Case History: Public Relations***

*Marie has a Bachelor of Arts with a major in journalism from a large city university. She is currently an Associate with a company that specialises in PR/Exhibitions. She initially chose journalism studies thinking that she wanted to be a foreign correspondent, and that journalism would be her passport to the world. Later she realised that although she loved writing, straight journalism wasn't for her. Still she believes that the skills she learned in her course are very valuable, "in a society where very few write well."*

*Marie had gained a lot of relevant work experience (eg vacation work and casual work) while doing her degree. This experience included working for her local suburban newspaper, a national television station, and a popular woman's magazine, as well as a local PR company. She also organised activities at university such as fashion parades, and edited her college magazine. According to Marie this experience was very valuable for (a) making contacts and (b) seeing the reality of different jobs and therefore being in a better position to make career choices later on.*

*In order to obtain her present position, Marie phoned and wrote to every PR company in her city. Her present employer had kept her CV on file, so when a position became available they contacted her. Marie's advice to any one currently studying, or looking for a career in this field is to be persistent! Be prepared to acquire fundamental skills such as typing, computer skills, admin - this will help you get a foot in the door. Talk to as many people as you can, do lots of work experience, walk the streets and knock on doors. At least you will be remembered when a position does arise."*

*The tasks that Marie performs at the moment include phone calls to clients and prospective clients (ie selling space at exhibitions), correspondence/proposals, reading the journals for the industry, writing copy for ads, newsletters and publications, plus operational arrangements. Marie enjoys the contact with a diverse range of people that her work provides, including industry contacts, graphic artists, the convention centre etc. She also enjoys doing the groundwork for an event and actually seeing the work come to fruition. The hours she works are usually 8 am to 6 pm, but around the clock when an event is on. She describes her working conditions as excellent as she is employed in a small business that she says is personal. Marie has found that her social life is a little restricted as "it is important to be as alert as possible during working hours, so having lots of late nights isn't a good idea".*

*Marie believes that her expectations of the job have differed from the reality of working life that she is experiencing. "When you leave university I think you are very idealistic and think that a 'career' is the 'be all and end all' of existence. However, over time I think its important to pursue a career which is satisfying, but at the same time to have many other interests and goals so that your life is balanced." In the medium term Marie plans to go overseas and pursue other interests and in the meantime gain as much solid experience as possible over the next couple of years.*

## **How To Get Work Experience in Marketing**

There are a number of things that you can do to get work experience during your studies. These options all include doing the difficult jobs at the coal face of marketing. You probably would not want to do them for a lifelong career. The advantage of these positions from a student's point of view is that they are often part-time or casual with flexible hours. Since they are paid on a commission basis, they are easy to get, as there is no risk or expense to the employer. Having said that, it should also be pointed out that there is a risk to students of being exploited by putting in a lot of effort for very little reward. If you are thinking about gaining experience from any of the methods described below, try to find a reputable company. If you are not sure, consult with a careers adviser or student employment adviser, as they may be able to inform you about the reputation of the company.

The following positions would be a good source of work experience:

**Telemarketing:** - there are always advertisements in the newspaper for telemarketers to sell products over the phone, or gain appointments for representatives. The insurance and real estate industries are two of the largest employers of telemarketers.

**Merchandising:** - judging from the clutter of food stands in the local supermarket, this is also an area of good prospects for casual work, which would involve demonstrating food preparation and giving away samples as part of in-store promotions.

**Market research:** - companies such as Roy Morgan Research, and AGB McNair will often advertise for people to do market research. This involves going to a particular neighbourhood on a Saturday or Sunday and knocking on doors to find people who will sit down with you and go through an opinion poll or survey. There is a large amount of paper work and tabulating to be done for each survey and you need to be quite well organised. However if you can handle all these tasks, it is an excellent way to get field experience. Roy Morgan Research will send you a large packet of research material as a test. If you can organise and process it properly they may employ you.

**Direct selling:** - there are numerous companies that you could work for doing direct sales. These include traditional companies such as Avon, Amway, and Tupperware, as well as local companies that distribute sweets, toys, books or other items to office blocks or domestic premises.

**Fund raising:** - you could volunteer to be part of the door-knock campaign for the Red Cross or Salvation Army, or you could contact any local charity or community organisation and volunteer to assist with their fundraising.

None of these jobs is glamorous, however they all involve marketing at the grass roots level, and dealing with people. Employers do value this experience, particularly if you can articulate what you learned or achieved from it.

## Qualifications And Training

It may be possible to gain entry into marketing, advertising or public relations with just Year 12 schooling. However competition for employment is intense, and further qualifications will be required; if not for your first position then certainly to advance your career. You could start out with a generalist degree such as a Bachelor of Arts and follow this with a post-graduate diploma or masters in a more specialised field. One advantage of doing a BA first is that it enables you to keep your options open, if you are not sure what you want to do career-wise. You could also enrol straight into a degree specifically in your field of interest. There are universities that offer Bachelor of Business in Advertising, Marketing or Public Relations. Doing such a degree from the outset, may give you an advantage in the employment stakes.

The Graduate Destination Survey<sup>12</sup>, shows jobs graduates from different courses have obtained. In general you will see that many graduates in marketing have a degree or major in marketing. However there are others who have gained entry to this field with more general qualifications, such as a Bachelor of Business in Asian Studies, a Bachelor of Arts and so on.

One excellent source of information about tertiary courses is *The Directory of Postgraduate Study*.<sup>13</sup> This and other directories which give summary information about all the options available, can usually be found in university careers centres.

TAFE Colleges and private training colleges also offer additional options.

## Industry Associations

There are a number of industry bodies in Australia, some of which are listed below.

Advertising Federation of Australia

Advertising Institute of Australia

Australian Direct Marketing Association Ltd

Australian Marketing Institute

Market Research Society of Australia

Public Relations Institute of Australia<sup>14</sup>

These associations may have more detailed information on careers in marketing, and they may also have student membership. Such membership can be a useful way to find out about working in marketing, and more importantly make contacts that could be useful when you begin your job hunt.

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### Can you help?

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### Footnotes

<sup>1</sup> *Graduate Destination Survey, Graduate Careers Council of Australia, 1994*

<sup>2</sup> *Shelley Ridgway, Media Unit, University of Melbourne. Printed in Courses and Careers Unit newsletter, 1995. Reprinted with permission.*

<sup>3</sup> *Careers in Marketing, David W Rosenthal and Michael A Powell, Prentice Hall, New Jersey, 1984. (p. 62)*

<sup>4</sup> *Procter and Gamble, Recruitment Brochure, 1995*

<sup>5</sup> *Ibid*

<sup>6</sup> *Careers in Marketing, David W Rosenthal and Michael A Powell, Prentice Hall, New Jersey, 1984*

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<sup>7</sup> *Ibid*

<sup>8</sup> *Ibid*

<sup>9</sup> *Ibid*

<sup>10</sup> *Ibid*

<sup>11</sup> *Department of Employment, Education and Training, Occupational Information Unit, 1992.*

<sup>12</sup> *Graduate Destination Survey, Graduate Careers Council of Australia, 1994.*

<sup>13</sup> *The Directory of Postgraduate Study, Australian Vice-Chancellors Committee, Graduate Careers Council of Australia, and The Graduate Connection. 1996.*

<sup>14</sup> *Directory of Australian Associations, Information Australia, Melbourne, 1995.*

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Other GCCA resources in addition to the *Graduate Destination Survey* and the *Directory of Postgraduate Study* provide useful information for students considering a career in marketing, public relations and advertising. They include; *Graduate Starting Salaries*, the *Course Experience Questionnaire*, and *Your Career and You*. These publications and others are available from the GCCA. (see below)

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