Fall Marketing Forum

WEDNESDAY, AUGUST 26, 2015
6 PM
110 BUSINESS
Topics

- Welcome & Marketing Curriculum: Dr. Hans Baumgartner, Department Chair and Mr. Fred Hurvitz, Faculty Coordinator

- PSU Career Services: Dr. Bob Orndorff, Senior Director, Career Services

- Penn State Marketing Association (PSMA): Ms. Audrey Goldman, President of PSMA

- Study Abroad: Ms. Maureen Desorcie, Asst. Director of International Programs

- Internships: Ashley Rippey, Assistant Director for Professional Development, Career & Corporate Connections
Welcome & Marketing Degree Requirements

DR. HANS BAUMGARTNER, MARKETING DEPARTMENT CHAIR
MR. FRED HURVITZ, FACULTY COORDINATOR
Degree Requirements

- 9 Credits of Prescribed Courses
  (A grade of “C” or higher is required in all courses):
    - Mktg. 330 Consumer Behavior
    - Mktg. 342 Marketing Research
    - Mktg. 450W Marketing Strategy

- 9 Credits from Additional Courses
  (A grade of “C” or higher is required in all courses)
Choose 9 credits from the following:

- Mktg. 327 Retailing
- Mktg. 410 Personal Selling
- Mktg. 422 Advertising & Sales Promotion Management
- Mktg. 426 Business Marketing (Fall only)
- Mktg. 428 Advanced Sales Management (Spring only)
- Mktg. 437 Advanced Retailing and Merchandise Management
- Mktg. 440 Services Marketing
- Mktg. 443 Sports Marketing (Spring only)
- Mktg. 445 Global Marketing
- Mktg. 497 Sports Analytics (Spring only)
- Mktg. 497 Sports Business (Fall only)
- Mktg. 497 Brand Management (Fall only)
- Mktg. 497 Digital Marketing Communication (Spring only)
Focus Areas

- **Brand Management** (select 3)
  - Brand Management, Mktg. 327, Mktg. 422, Mktg. 437, Mktg. 445, Digital Marketing Communication

- **Consultative Selling** (select 3)
  - Mktg. 428, Mktg. 410, Mktg. 426, Mktg. 440, Marketing Analytics

- **Digital Marketing** (select 3)
  - Digital Marketing Communication, Mktg. 327, Mktg. 422, Mktg. 437, Mktg. 445, Brand Management

- **Marketing Analytics** [in planning, select 3]
  - Marketing Analytics, Mktg. 426, Sports Analytics, Digital Marketing Communication

- **Retailing and Merchandise Management** (select 3)
  - Mktg. 327, Mktg. 422, Mktg. 437, Mktg. 440, Brand Management, Digital Marketing Communication
  - Students are also encouraged to take the Supply Chain two-piece

- **Sports Marketing** (select 3)
  - Mktg. 443, Mktg. 410, Mktg. 428, Sports Business, Sports Analytics

- Students may also select a **General Marketing** track, in which they choose any combination of course desired.

Make sure you set up an appointment with your Faculty Advisor if you need advice on focus areas or have course questions. You are also encouraged to go on-line to get a copy of the Marketing Career packet (http://ugstudents.smeal.psu.edu/academics-advising/information-on-smeal-majors/marketing)
Who Can Help?

- **Academic Advisor** (202 BB)
  - What requirements/courses you need to graduate
  - Ideas for 2-piece sequence or minors
  - Transfer of credits (e.g., study abroad, internship)
  - Degree audit questions
  - Personal issues
  - Character references

- **Faculty Advisor** (4th floor)
  - Careers
  - Grad school prep
  - Resume feedback
  - What courses/minors fit your career interests

- **Faculty Coordinator**
  - Concerns related to the advising process
  - Fred Hurvitz (fbh1@psu.edu, 458 BB)
PSU Career Services

DR. BOB ORNDORFF,
SENIOR DIRECTOR, CAREER SERVICES
Sweat the Small Stuff!

- Beware of Technology
- Biggest Resume Blooper
- Intended: Responsible for running the entire Northeast chain of restaurants
- Competitive market ...
Whatever it takes!!
The 3 P’s to Job Search Success

- **Plan**
  - 45% have jobs upon graduation
  - 90% have a job 6-9 months out
  - Why? Concentrated job search TIME

- **Personalize**
  - The Traditional job search is impersonal
  - You’re being assessed via a piece of paper! Need to personalize the search!

- **Persevere**
  - Baseball/Softball hitter fails 2 out of 3 times – it’s a good day (Mindset)
  - Humor is helpful! (Rejection-Rejection)
The Rejection-Rejection Letter

Baxter Conners  
Vice President  
Company 203  
203 Wall St.  
New York, NY 10015

Dear Mr. Conners,

Thank you for your letter of February 17th. After careful consideration, I regret to inform you that I am unable to accept your refusal to offer me employment with your bank.

This year I have been particularly fortunate in receiving an unusually large number of rejection letters. With such a varied and promising field of candidates, it is impossible for me to accept all refusals.

Despite Company 203’s outstanding qualifications and previous experience in rejecting applicants, I find that your rejection does not meet my needs at this time. Therefore, I will initiate employment with your firm immediately following graduation. I look forward to seeing you then.

Sincerely,

XXXXXXXX
Individual Job Search Coaching

- Drop-In Counseling
  - Resume Critiques
  - Cover Letter Critiques
  - Tips on Interviewing
- Career Counseling
  - Establish & Implement a complete Job Search Plan
  - Decide on a Job Target via career exploration
- Mock Interview Program
Coach you on Transitioning to your First Year on the JOB
Large Programs & Events

- On Campus Recruiting
  - Oct – Dec; Feb – April
  - Pick up Penn State Career Guide

- Fall Career Days
  - Sept 15-17, 2015
  - Resumania (Sept 14, 1:30-4:30)

- Spring Career Days
  - Spring Semester 2016 - TBD: BJC
Job Search Resources

► Career Services Web Page (http://studentaffairs.psu.edu/career)
► Nittany Lion Career Network
► Career Search Database
► Lion Link
► Career Information Center
► LinkedIn
A Final Thought: The Job Search is a time to Sweat the Small Stuff
Visit us in our State-of-the-Art Career Services Center
What is PSMA?

Provides real world marketing experience to students
- Professional Development
- Philanthropy
- Divisions: Consulting & Market Research, Retail, Sports, Digital Marketing & Advertising, and Sales
- Gold Chapter of the American Marketing Association
- The largest professional student-run organization in Smeal
Why join PSMA?

Professional development:
PSMA Career Fair
Dinner series
Workshops
Connections with companies

Philanthropy:
THON; PSMA has 2 THON families and actively participates in THON

FUN!
Hike Mt. Nittany
Snow Tubing
Social Media Giveaways
New Orleans Conference
Study Abroad Program
MS. MAUREEN DESORCIE,
ASSISTANT DIRECTOR OF INTERNATIONAL PROGRAMS
Smeal Office of International Programs
ugstudents.smeal.psu.edu/study-abroad

- Austin J. Jaffe
  - Director
- Maureen Desorcie
  - Assistant Director
- Donna Davison
- Stephanie Chastain
- Ellie Labrin
A Message to Each Group
ugstudents.smeal.psu.edu/study-abroad

- Not studying abroad
- Planning to study abroad
- Accepted for Spring 2016
- Returned from summer abroad
A Message to Each Group

ugstudents.smeal.psu.edu/study-abroad

- **Students Not Studying Abroad – it’s not too late**
  - May still apply for spring or summer 2016
  - International Internships (unpaid) an option
  - Embedded travel within a course
  - International Business 2 piece
A Message to Each Group
ugstudents.smeal.psu.edu/study-abroad

- **Students Planning to Study Abroad**
  - Spring application
    - Deadline is 9/15
  - Summer application
    - Deadline is 2/1
  - OIP will help you evaluate options
A Message to Each Group

Accepted for Spring 2016

- Pre-departure Agreement w/ Adviser
- Submit I B Minor application before departure
A Message to Each Group
ugstudents.smeal.psu.edu/study-abroad

- Returned from Summer Study Abroad
  - Check degree audit
  - Application for IB Minor/minor declaration
  - Email mgd10@psu.edu for IB Minor audit adjustments
Events

ugstudents.smeal.psu.edu/international-programs

- Study Abroad & International Internship
  - August 26, 7pm-8:30pm, 110 Business Bldg.

- Education Abroad Fair
  - September 30, 11am-4pm, HUB Alumni Hall

- Summer Info Session
  - November 2, 6pm, 110 Business Bldg.

- Photo Contest
  - October 1-15
Internships

MRS. ASHLEY RIPPEY, ASSISTANT DIRECTOR FOR PROFESSIONAL DEVELOPMENT, CAREER & CORPORATE CONNECTIONS
The Top 6 Things To Do For Your Career At Smeal

1. Sign up for SmealConnect
2. Get involved with Smeal’s Career & Corporate Connections Office (114 BB)
   - Use our resources to prepare: http://ugstudents.smeal.psu.edu/careers/resources
   - Stay informed
     - Facebook: Smeal Career Connections
     - Twitter: @SmealCareers, #SmealCareerConnections
     - Recruiting Newswire sent every Monday
3. Take BA 297A – Career Planning & Strategies
4. Attend Career Development Events and Career Fairs
5. Get involved in Student Organizations
6. Network