MARKETING JOBS TUTORIAL

CDO & RICE MARKETING CLUB



Our Mission

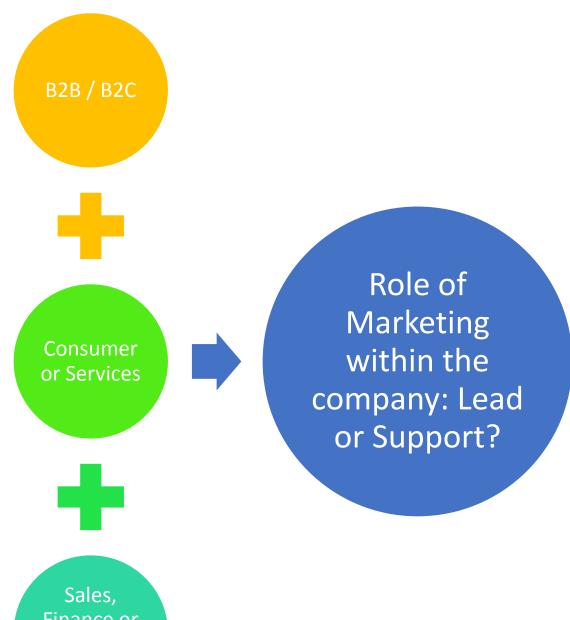
Boost your professional careers, by extending the learning experience outside the classroom, with multiple opportunities to deep dive on marketing concepts and trends, while connecting with different industries.



There are two types of industries and relationships

B2B Business to Business
B2C Business to Consumer

S Services
P Products



Our role is to define strategies and implement them with excellence to generate demand and ensure sustainability for the business

Sales,
Finance or
Consumer
Experience

Marketing plays in three levels

Global +5 years



Regional +3 years



Country +1 year

- Analyst
- Manager (Product/Brand)
- Grouper
- Director
- Main Responsibilities:
- Global Brand Alignment
- Innovation Road Map +5y
- Trend Game Changers

- Analyst
- Manager (Product/Brand)
- Grouper
- Director
- Main Responsibilities:
- Regional Plans (Product / Communication Campaigns)
- Regional Alignment
- Fine tune innovation launch package and key messages

- Analyst
- Manager (Product/Brand)
- Grouper
- Director
- Main Responsibilities:
- Plan amplification + promotions+ product launch
- Sales

Marketing positions

Level

Responsibilities

Retiris positions	Global	Regional	Country	Brand Comms	Product P&L	Distributi on
Brand Manager	X	Х	Х	Х	Х	
Product Manager	Х	Х			Х	Х
Market Research	Х	Х	Х	Х	X	Х
Qualitative/Quantitative	Х	Х	Х	Х	Х	Х
Syndicated			Х	Х		Х
Trade Marketing		Х	X	Х	X	Х
Pricing			Х		Х	Х
Brand Architecture/ Messaging	Х	Х		Х	Х	
Promotions / Merchandizing			Х	Х		Х
PR – Public Relations (WOM)			Х	Х		
Digital Manager		Х	Х	Х		
Events			Х	Х		
Media Spend			Х	Х		

Recruiting Timeline

First Year

August

Research area(s) of Marketing, CPG and/or Retail that interest you

> Join the appropriate student clubs for the areas you have identified





Self-reflect, Is the role, lifestyle, work hierarchy, etc. a fit?



Start thinking about the value you bring to the role

September



Read Vault Guides



Refine company research and develop targets for coffee chats

Attend Diversity Conferences spans from August to October*

October



Start networking and reaching out to contacts and alums



Mock interview with a CDO advisor to build behavioral interview skills





Recruiting starts to pick up - attend info sessions

November



Recruiting continues since Marketing can span many industries. Be sure you are aware of differing timelines



Conduct coffee/phone chats these can be crucial to your success



Continue practicing behavioral interviews with CDO advisors. alums, trusted 2nd years, and mentors

December



Participate in Alumni Mock Interviews Dec.



Take some time and recharae over the holiday

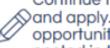
January & Beyond



Interview well and follow up with thank you emails - await a decision



Report any and all offers to your advisor and in **OWL-Stats**



Continue to network and apply. Many opportunities will be posted in the spring

*Diversity Conferences

Diversity conferences are crucial for those interested in Marketing, CPG and Retail. They have career fairs at the end of the conferences that attracts major companies - this is a great way to get in front of those recruiters. Talk to second years and do some research to decide which diversity conference is the best fit for you. Talk with an advisor to prepare and know what to expect from your diversity conference experience.

RICE MARKETING CLUB

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RECRUITING PREPARATION

- Marketing Jobs Tutorial Aug 24th
- CPG and Tech 1x1 Aug 24th
- David Ohrvall Marketing Case Aug 25th
- Louis Lin Crack the Case Oct
- Marketing Mock-up interviews Sep 15th
- Get ready for diversity conferences Sep 15th

JOIN US NOW Membership

1-year: \$50 2 years:

- \$75 before Aug 31st
- \$100 regular price



SPECIAL TRAININGS

- Marketing 101: once a month, learn about key concepts of the industry, case of success and failure and trends*
- Marketing Pack: 4 trainings of tools that are key to the performance of any marketeer at their jobs*



MARKETING SYMPOSIUM

 Get connected with the Houston Marketing Community and learn about trending issues and topics in the marketing world*

^{*} Included with club membership