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

**S**  Services

**B2C**  Business to Consumer

**P**  Products
Role of Marketing within the company: Lead or Support?

Our role is to define strategies and implement them with excellence to generate demand and ensure sustainability for the business.
Marketing plays in three levels

Global
+5 years

- Analyst
- Manager (Product/Brand)
- Grouper
- Director

Main Responsibilities:
- Global Brand Alignment
- Innovation Road Map +5y
- Trend Game Changers

Regional
+3 years

- Analyst
- Manager (Product/Brand)
- Grouper
- Director

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

Country
+1 year

- Analyst
- Manager (Product/Brand)
- Grouper
- Director

Main Responsibilities:
- Plan amplification + promotions + product launch
- Sales
# Marketing positions

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<th>Regional</th>
<th>Country</th>
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**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
- Attend the CDO Career Conference
- 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
- Talk with 2nd years - learn from them and avoid mistakes
- 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. 1
- Take some time and recharge over the holiday
- 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

**January & Beyond**
- Interview well and follow up with thank you emails - await a decision

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**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 attract 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

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

JOIN US NOW

Membership
1-year: $50
2 years:
• $75 before Aug 31st
• $100 regular price