

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

Marketing plays in three levels




Marketing positions

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

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

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 marketer 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