



Marketing, CPG & Retail

Guide and Timeline



Marketing encompasses the understanding of consumer behavior, brand and product management, promotions, market research, and strategy. Most businesses have a marketing unit or function which means it is applicable to a wide array of industries. Business success often relies on good marketing to sell goods or services to potential consumers.



Consumer Packaged Goods (CPG) is an industry that produces items that consumers use and replace on a frequent basis. Essentially, CPG companies sell to retailers. This can cover beverages, household products, food, clothing, and other goods that are not considered durable.



Retail is the sale of goods directly to the consumer. Manufacturers produce goods to sell to wholesalers. Wholesalers then sell goods to retailers, but never directly to consumers. Retailers secure goods through the supply chain to sell directly to customers. The internet has changed the landscape of retail and how retailers respond to demands of consumers.

Areas to Consider

Brand Management

Key Activities:

- Manage the perception and "feeling" of a brand
- Develop high level strategy
- Make decisions related to strategy, pricing, product development, and packaging
- Typically responsible for a particular product line

Product Management

Key Activities:

- Focus on the design and key features of a particular product
- Can be technical work that requires collaboration with development, marketing, sales, and other company units
- Work on the functionality of the product, how customers experience it, and how it fits into the market

Product Marketing

Key Activities:

- Customer facing role that promotes and sells a product
- Typically owns positioning, messaging, gathering customer feedback, and go-to-market strategy
- Engages with sales and helps drive demand, and adoption

Marketing Research and Analytics

Key Activities:

- Quantitative and Qualitative methods to test product concepts, satisfaction rates and preferences, to measure market share, determine pricing, and assess competitive activity
- Exposed to different companies, products, departments, and research methods
- Collaborate with brand managers to best direct brands

Customer Relationship Roles

Key Activities:


- Manage and analyze customer interactions with the goal of improving relationships and customer retention
- CRM data analysis, pinpointing and identifying trends, community manager tasks to leverage social media and create content are possible functions in this role


***Do your research! These are just general guidelines as this is such a large umbrella. You will need to understand what your targets are to better grasp the timeline most applicable to you .**

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.