



RICE | BUSINESS

MARKETING, CPG, & RETAIL

Marketing, CPG, and Retail are very different areas, but overlap in recruiting timelines and expectations. Partner with the Career Development Office to maximize your success when recruiting for these areas.

<https://bit.ly/2sPOKKT>

FIRST YEAR TIMELINE

AUGUST

- Research areas of Marketing, CPG and/or Retail that interest you
- Read the Vault Guides
- Join the appropriate student club(s)
- Attend the CDO Career Conference
- Determine fit with the role, lifestyle, hierarchy, etc.
- Start outlining your value proposition

SEPTEMBER

- Refine company research and gain industry knowledge
- Perfect resume and pitch - develop coffee/phone chat targets to begin networking
- Attend Diversity Conferences (September - October) - CPG and Retail companies will be at these events and larger organizations with marketing roles will be represented

OCTOBER

- Attend info sessions and continue networking for other opportunities outside of On-Campus Recruiting
- Talk with second years to learn and avoid mistakes
- Build behavioral interview skills by scheduling a mock interview with a CDO advisor or use Big Interview
- Consider attending the CDO Seattle Trek based on the companies engaged that year

NOVEMBER

- Networking continues - these relationships can be crucial to your success
- Be aware of differing timelines since your interests can span many different industries - some companies will recruit in early fall and others in late spring
- Participate in Alumni Mock Interviews

DECEMBER

- Continue to network and apply to opportunities
- Consider attending the CDO Austin Trek based on companies engaged that year
- Take some time and recharge over the holiday

SPRING SEMESTER

- Continue to network, apply and interview - based on the breadth of roles and/or industries you are targeting, don't be surprised if you are still applying and interviewing in May
- Consider attending the CDO San Francisco Trek
- Report all offers to CDO and update OWL-Careers
- Didn't get your #1? Refocus on other opportunities and build skills and experiences that add value

SECOND YEAR TIMELINE

SUMMER

- Research companies and continue to build skills
- If at your target company, have a discussion with your manager about your performance and possibly converting your internship into a full time offer
- Learn transferable skills to be competitive for fall
- Continue with networking and interview preparation

AUGUST

- If you have an offer, report it in OWL-Careers and decide if you want to accept or continue recruiting
- Talk to your advisor about your fall recruiting strategy
- Recognize that the recruiting schedule for full time roles will still be unstructured - many companies hire well into the spring and summer

SEPTEMBER ON

- Continue to network and apply for available opportunities outside of On-Campus Recruiting
- Interview with companies
- Talk with an advisor if you need help weighing offers or need to ask for a deadline extension
- Report all of your offers in OWL-Careers

LEADERSHIP ROTATIONAL PROGRAMS

In-depth Learning

LRPs are highly competitive for a reason. The goal is to identify future leaders for their organization. LRP's are not exclusive to any industry, but many CPG groups have programs which will allow you to rotate through different parts of the company to get training and exposure to a range of business areas. Other companies have rotations in marketing or retail divisions. Projects typically allow access to top leadership, and you have an opportunity to gain mentorship. Programs can be labeled differently - look for "management," "leadership," "training," or "development" in the job title.

Timeline

LRPs typically recruit early in the fall semester. Diversity Conferences are a good way to gain access to company representatives for these programs. Programs can vary in length, rotation, and structure, but you can expect a 2-4 year commitment to the program.

Profile

High GMAT and 3.5+ GPA scores are preferable. Excellent communication skills and robust work experience are key to your candidacy. Be able to demonstrate your ability to excel in a fast-paced environment and articulate your fit with the program/company.