

# CAREER VIEW

## MARKETING

Marketing is part of everyday life. It is about creating value for consumers, enterprises and society as a whole. Every commercial and many non-commercial organisations engage in some form of marketing, whether it is to competitively position and advertise products and services or to communicate a message about some environmental or public good aimed at changing people's behaviour. On an international level, every country markets its products and services on the global market.

### WHAT IS MARKETING?

A dynamic, entrepreneurial and creative activity, marketing has the ability to influence the behaviour of consumers and guide trends in the marketplace. However, it involves much more than advertising, selling and persuasion. When done well and ethically, marketing assists in satisfying both the needs and wants of customers and the objectives of organisations in ways that contribute to society and its wellbeing.

Marketing practitioners seek to understand and respond to the environment and their consumer markets. Marketing is concerned with factors such as product, promotion, price, place, packaging, people and processes – fortunately all beginning with 'P' so the marketing student can remember them! Changes in marketing over the years have seen increased emphasis on customer relationships, on the digital space, physical evidence of impact and a focus on understanding and improving the customer experience.

Experienced marketers plan and direct the promotion, sale, public image, development and presentation of an organisation's goods and/or services. They may also manage public relations with the media, sponsors, business partners and the wider community. They study competitors' products and services, customer demand and feedback and stay abreast of market trends. They may identify and implement communication strategies such as online and offline



campaigns to attract customers, organise market research, analyse data or write reports on products, services, consumers and sales.

There are many more specific interest areas of marketing. We are in an era where the dominant means of connecting with consumers is via **digital marketing**, with mobile and cloud applications, and

Career View explores how degrees and courses relate to employment opportunities and to life/work planning. It includes graduate destination information and current employment issues. Your comments and suggestions are always welcomed.

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social media the top three technologies currently being used. As well as direct to consumers, marketing is increasingly **business to business** (B2B), where a company sells its products and services to other businesses. **Services marketing** has overtaken the marketing of products as the dominant type, with the reduction of manufacturing industries and increase in service economies. In New Zealand tourism, hospitality and retail are major service industries.

**International marketing** is a vital perspective as companies more easily outsource overseas and seek new markets and commercial alliances. Cultural knowledge is vital to this, as messages may be understood differently across cultures.

**Social marketing** is a growing area that uses the marketing principles and techniques of commercial marketing with the purpose of improving the welfare of people and the physical, social and economic environment in which they live. For example, campaigns about endangered species, the effects of human behaviour on climate change, the dangers of drink-driving and smoking are just a few. Organisations that use social marketing strategies include national and local government agencies and not-for-profits; commercial enterprises also contribute to social good or sustainability.

**Market research and analytics.** Consumer research is concerned mainly with products and services. Investigations assess and measure consumer reaction to pricing, packaging, after sales service etc. Social research investigates people's views on economic, social or political issues. Analytics uses tools and techniques to generate insights into consumer and/ or social research via analysis of data acquired by your own company or by others, as well as via web analytics. Qualitative market research complements the metrics and big data sourced through consumer transactions and behaviours online. It uncovers new needs, insights and opportunities to contribute to design and development of new products and services.

Complementary or similar areas to marketing include:

**Public relations** is the process by which organisations establish and maintain good will and understanding with stakeholders.

**Communications** is a separate function that has its own strategy and may use marketing tools or have a direct link with marketers in an organisation. Communications is responsible for promoting an organisation's image and reputation to the public, as well as informing staff and clients about what is happening within the organisation.

**Advertising** is concerned with the promotion of goods and services through major mediums, including online and offline. Advertising aims to persuade or inform and can be used to promote sales, increase brand awareness, or enhance product differentiation. Advertising agencies usually devise an advertising strategy, develop the creative idea and buy the media.

## WHY STUDY MARKETING?

All organisations have customers, clients or stakeholders. They need people who understand these markets and can engage them in mutually beneficial, sustainable relationships. Knowledge of marketing provides a better understanding of the flow of goods and services from producers to consumers in a way that matches supply and demand and accomplishes the economic, legal, political, environmental and social objectives of society.

As marketing is everywhere, the graduates who major in this subject and those who combine marketing studies with other majors will find they have an excellent selling point when positioning themselves in the job market. Other subjects that combine well with marketing include information systems, management, international business, commercial law, psychology, media studies, languages and any other arts and humanities subjects that can all enhance creativity, communication and analytical skills. On a personal level, understanding how marketing works also helps individuals become wise consumers.

## WHAT SKILLS DO MARKETING STUDENTS DEVELOP?

Industry professionals have identified particular competencies they look for when recruiting marketing graduates. A steady head, common sense and the ability to think outside the square are important, as well as the desire to learn and gain the practical experience required to bring theory into their roles. Being creative and entrepreneurial with good social skills is also key. During their degree studies, students develop both technical and generic transferable skills and qualities sought by employers, including:

**Marketing knowledge and skills** to identify customer needs and wants, and use the data they gather to create, plan, communicate and deliver value to identified target markets. Marketing students learn about the distribution of goods and services, consumer behaviour, pricing, channels of retail and wholesale distribution, advertising, sales, market research and marketing management.

**Research skills** such as the ability to access and evaluate information is essential in a knowledge economy, rapidly developing into a network economy where the ability to source, analyse and present data in understandable ways is critical. Through their assignments, students learn to apply a range of strategies and tools to undertake qualitative (information and insights) and quantitative (data and online analytics) research.

**Analytical and critical thinking skills** are necessary for effective decision-making and problem solving. Analysis includes the ability to identify a concept or problem, tease out its components, organise and evaluate information and to draw appropriate conclusions. These skills are developed through academic work and are useful in research, policy and business roles with high levels of responsibility.

**Communication skills**, both verbal and written, through a variety of channels help to get the right message to the right target market. Marketing students learn to present their work logically and clearly and to use presentation tools appropriately. Group work also helps develop listening skills, interpersonal skills and the ability to reflect on performance to keep improving their approach.

With rapid changes occurring in marketing, and the proliferation of mobile technologies as the primary form

of communication, the capacity to engage in **ongoing learning** is vital to marketers. Marketing students are exposed to new advancements in the field, including the need to develop content that is usable and adaptable to a fast-changing array of devices. Students also develop the ability to learn platforms, analytics tools and CRM (customer relations management) databases to reach, understand and best meet the needs of customers. Therefore keeping **technological skills** up to date is very important.

**Relationship management skills** are the key to business sustainability and success. Business relationships can be complex and varied when a number of stakeholders are involved. Marketing students acquire understanding of relationship dynamics in commercial and non-commercial settings. The ability to work effectively with technical experts and to **negotiate** with stakeholders and interest groups with different views can be critical to the success of projects.

Students develop **self-management** skills through course work as they plan, design, implement and communicate about their projects. Self-management, including work ethic and resilience are some of the skills most sought by employers and are critical for successful tertiary study.

## WHERE DO MARKETING GRADUATES WORK?

Marketing combines well with other areas of interest. For example marketing graduates with an interest in the arts, ICT, health, education, science, finance and other areas will find roles concerned with customer experience and service design. Then there are companies dedicated to the many different specialisations within marketing. An emerging area is user research, which is part of the service design







or human-centred design approach to business that many organisations are embracing. Marketing and communications specialists work collaboratively with web developers, web and usability designers in teams in all kinds of organisations.

**Marketing consultancies, market research companies, advertising agencies, media and public relations companies** contract their services to other companies in the private, public and not-for-profit sectors. Many of these firms hire marketing professionals to help them carry out their core business. Examples are pharmaceutical firms, banks, insurance companies, professional services such as accounting and legal, utilities, manufacturers, petroleum companies, telecommunications and utilities companies.

**National and local government organisations** plan and implement strategies for communicating messages about government policy, or in conducting their own user research for enhancing their content and communications. Some of these require marketing skills. Where there are marketing roles in organisations they work closely with the digital and communication teams.

There are many **not-for-profit** organisations, not all of which have a dedicated marketing role; however many have a communications manager and a fundraiser who have marketing components

to their work. These organisations plan and strategise to get their message into the public arena through different media channels to run campaigns, grow their membership base and sponsors, fund research, attract volunteers and compete for funding and public support. Not-for-profits are accountable to the people who donate money and to their sponsors and membership.

Setting up a **start-up business** is an attractive longer-term career option for graduates who are entrepreneurial and have business acumen. Strong marketing skills are a definite advantage in establishing a successful business. Graduates will work closely with business incubators, funding agencies and business networks. The numbers of such business communities are growing, as entrepreneurs seek ways to work collaboratively – many with strong social and ethical drivers. Marketing graduates are also well placed to work as business developers and coordinators for these collective organisations.

Major graduate recruiters and large organisations can run an **internship programme** alongside their graduate programme to engage with students, usually in their penultimate year of study and often target all disciplines or specific disciplines such as Marketing. Professional associations and independent agencies may play a role in internship (and graduate) recruitment activities on behalf of their membership or sector. Internships can provide an excellent

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opportunity to gain real-world experience and insights that can sharpen skills and behaviours and enhance Marketing students' employability.

### PROFESSIONAL BODIES AND ASSOCIATIONS

Joining professional organisations while studying can provide regular opportunities for learning and networking with others in a community of interest. These organisations have regular professional development events, awards and conferences and can provide opportunities or connections to internships or graduate programmes for roles in their industry. They may also have student membership categories and targeted events. These organisations include:

- Marketing Association of New Zealand
- Association of New Zealand Advertisers
- Commercial Communications Council
- New Zealand Institute of Sales
- Public Relations Institute of New Zealand
- Research Association of New Zealand.

### JOB TITLES

Following is a selection of titles taken from our graduate destination surveys. Some roles may require postgraduate or conjoint qualifications and training. Titles can include:

Account manager • account planner • advertising sales manager • analyst • assistant brand manager • business analyst • business content specialist • business development advisor/manager • buyer • campaign co-ordinator • category manager • client services • communications advisor • consumer advocate • consumer insight analyst • content analyst • digital account manager • digital campaign manager • event coordinator • fundraising co-ordinator • logistics co-ordinator • market researcher • marketing analyst • marketing assistant/advisor • media analyst • media assistant • media buyer • media planner • media sales executive • merchandiser • policy adviser • procurement adviser • product manager • product owner • programmatic media analyst • public relations advisor • research analyst • sales and marketing coordinator • sales manager • sales representative • social media consultant • web analyst • web content specialist

#### Lena Taylor

Senior Direct Marketing Executive  
Flight Centre Travel Group (New Zealand)



From the very beginning of my Bachelor of Commerce, Marketing strongly stood out to me the most as an exciting career path. It drew on a perfect combination of skills - creativity, strategic thinking and analysis alongside understanding the decision-making process of customers and the true value that companies aim to provide customers.

Taking a practical, hands-on approach by working with local companies on their actual marketing strategies in my third year was the highlight of my degree. It gave meaning to all the theory we had learnt with real problems to solve, and with all students being so passionate about marketing, ideas bounced off everyone in lectures and tutorials, leaving our imaginations running wild, full of concepts.

My enthusiasm for marketing comes from the desire to collaborate and share knowledge with others to create innovative ideas, and that's exactly what we did. My studies taught me how to construct, apply and pitch strategies in the real world and in all types of industries, from fashion to banking to upholstery.

After completing my Bachelor of Commerce degree, I went travelling overseas for a short period before being approached by New Zealand Symphony Orchestra for a contract role as a Marketing & Public Relations Assistant. Then I moved to Auckland and began working as a Marketing Executive at Conferenz, New Zealand's largest conference, expo and training company. These roles developed key practical marketing skills and experience, such as email/social media marketing, multivariate testing and optimisation, corporate blogging, and creating strong relationships with creative and sales teams, partners and suppliers. Producing innovative strategies and being able to track and analyse buyer behaviour, performance and return on investment have been the most crucial part of my roles.

Marketing may not always require as high a level of mathematical skill as other commerce subjects, but to follow through on nearly any idea you have, the numbers and data must support it. I have found that my studies have helped me to analyse data and continually come up with cutting-edge strategies and concepts in a competitive environment.

## Matt Kristofski

Co-Founder and Director  
ParrotDog Brewery

I had already decided at high school that I wanted to study business in some way. However, I didn't go to university until I was 22. First, I went from year 12 and did a trade, completing an apprenticeship as a qualified auto-electrician, and then went off to London for two years.

While in London I decided to try something at university when I returned. In the first year, I was all set to do Accounting with Marketing as a second major but I enjoyed the introductory Commercial Law so much that I switched to a Marketing and Commercial Law combination. Marketing and Commercial Law worked well together with the analytical and creative aspect providing a good basis for entrepreneurship. I have always loved product development and sales at that consumer level; I guess it's in the blood. My Dad was a vehicle dealer and we come from a line of market gardeners.

At ParrotDog all the skills have come together to help in different ways, including everything associated with building a business from wiring up the brewery to building and maintaining coherence with a brand from production to sales. The ParrotDog brand has been around for over six years now and the business has grown from my business partners and me delivering our beer to bars in Wellington between classes, to us opening a brewery and being one of the fastest growing companies in the country. In my final year of study, we were contract brewing - we would drive up to Taranaki and use Mike's Brewing equipment then be back in time for classes on Monday. That experience of starting a business really helped with that final year core marketing paper. The market we are in is highly competitive and continually changing, and it's crucial to stay on top of all the aspects of brand management.

More than selecting the right majors, however, the experience of tertiary study gave me the thinking and processing skills to create something from nothing and bring greater insight to decision-making. I am a firm believer in having at least a year out before committing to a course of study. You can focus on the 'why' of your study better and it can set you up in terms of established skills.



## Moses Fruean

Technical Business Analyst  
Xero

I have always been into computers and new 'techy' gadgets, so straight out of high school I wanted to study something that would gel with my interests in technology. I enrolled in a degree in Network Engineering. One trimester in, I went along to pass my time in a mate's Marketing lecture and I was so intrigued with the content that by the end of the lecture, I wanted to find a way I could continue pursuing my interests in technology while also diving deeper into the world of marketing. By the start of the second trimester, I had found the perfect combination and changed to a commerce degree majoring in Information Systems and Marketing.

There are a lot of things I enjoyed during my time at university. One of them was just the different takes different lecturers had on topics and the opportunities they provided for the students to learn for themselves, explore and challenge these viewpoints. It's all about broadening your mind. I enjoyed those opportunities because you get out in the working world and you find that it's those extra things you did to expand your thinking while studying that help set you apart and allow you to continue to do better work every day.

In terms of what I gained from my Marketing studies, it just gave me a good combination of skills and knowledge that allowed me to find ways to improve systems and processes. To start any software development project, you need to understand the market, the customer and the business in order to make sound decisions. Communication is also a large part of the Technical Business Analyst responsibilities. Another key skill I apply every day in my role is being analytical. This means looking at things a bit differently and going beyond the obvious to understand, develop and present the best solution. That's where the marketing learning comes in, and learning never stops for me. Applied together with an industry specific skill-set, you can reach some positive outcomes in terms of roles available to you.





## Ananda Sutijoso

Consultant  
Nature Research

I was drawn to study Marketing because of the broad nature of the subject – there is always something interesting to focus on. Marketing is no longer just about mastering the use of traditional channels, but about constantly innovating and utilising creative solutions to meet the needs of consumers and clients. It urges you to bring together the creative and analytical/logical sides of the brain so not only is it an intellectually stimulating subject, but it can be fun too!

Personally, I am always fascinated to find out what makes people tick which is why Consumer Behaviour was my favourite subject. I consider myself incredibly fortunate to have fallen into market research as a career, which combines an understanding of the nature of consumers to help businesses address their needs. I've been in this industry for over five years now (in New Zealand and Australia) and I still feel that there is nothing more rewarding and thrilling than seeing how one insight can turn a company around.

The experience I had studying Marketing at different levels (undergraduate, Honours and Master's) has really prepared me for a career in market research. In that time, I learnt a number of different skills including time management, critical thinking and working as part of a team, all of which proved to be immensely valuable in the real world. However, coming from an international background, honing my confidence in public speaking (particularly during my Honours year) was invaluable given that presenting to clients/stakeholders is a big part of my job. Then, for my Master's thesis, I focussed on the emerging phenomenon of 'virtual co-creation', which is a new method for firms and consumers to collaborate in creating a new product. This extended the research skills that I use on a day-to-day basis, first with Nielsen and now with Nature Research.

If you like to study a fun subject that is also intellectually stimulating, I would say this is the major for you. It is a decision that has led me to a challenging and rewarding career.



## Yuanindita Ingardya

Teaching Fellow  
Wellington School of  
Business and Government

Of all my years studying, the most enjoyable time was my PhD in Marketing because I was researching something I was very passionate about: music, social networking sites and marketing, specifically the relationship between musicians and their fans in social media, looking at musicians as human brands. Initially, deciding which major to take for my undergraduate degree was quite difficult as, coming in as an international student, I didn't know much about any of the majors available in a commerce degree. After taking a few 100-level commerce papers, I found myself getting excited about understanding consumers' decisions in purchasing products and services and how a company or brand can manipulate their offering to entice consumers.

At postgraduate level, the more fundamental and advanced marketing concepts gelled together nicely with a bit more desk-based research and primary research. It was hard work, required self-drive, independent thinking and self-reflection, but it flew by very quickly as I was having fun. I also gained valuable skills, such as working within a team while still thinking independently and critically, working under time pressure and multi-tasking. Also important, has been the ability to always substantiate my thinking or viewpoints with reliable sources.

After graduating with my PhD I wanted to gain industry experience, so worked as a Senior Research Executive in Indonesia with Millward Brown, a British multinational market research firm focused on advertising effectiveness, strategic communication, media and brand research. Along with my academic experience, this helped a lot in developing my big data research skills.

I had previously gained teaching experience at Bina Nusantara International University as a part-time lecturer and while studying for my PhD at Wellington, I started to tutor and enjoy discussing different concepts and applications with the students. Next year I will be teaching the Contemporary Marketing course for the Masters in Global Marketing. All of the concepts I have learned will form the basis of the topics that we will cover in that course, so I am excited about that.

