

Time Management
Events Not to be Missed



OCTOBER 1st:
MACY'S FULLTIME TRAINING PROGRAM
www.macyscollege.com

If you want to be a part of one of the most well respected training programs for retail and fashion, then get your resume and apply to Macy's online **BEFORE Oct 1**. They interview and hire earlier than most other programs. This is very competitive but a great way to start your career! Positions are available in NYC and CA. You can choose from Merchandising, Product Development and Store Mgt.

OCTOBER 5th:
L'Oreal Brandstorm Juniors ONLY. Apply for this fast-paced weekend to show L'Oreal your marketing passion. They are looking for highly motivated Juniors to "tryout" for their Summer internship program. Even if this does not land you the internship, you will learn a lot about the industry and the company. So go for it! **Apply at** www.lorealusa.com

October 7th:
Summer Intern Panel
Hear firsthand how these Srs landed their Summer internships in Sales, Entertainment, Sports and Advertising!
Sponsored by the Marketing Club
4:10 PM

Friday, October 17th:
Marketing Up Close
Ellen Stone, SVP NBC Universal-BRAVO
Mary Pat Doherty Sr National Accts - NIKE
Friday, October 17th
Perella Auditorium
CLASSIFIEDS
Real opportunities

Think about getting an internship during school if you do not have marketing experience on your resume. This will help to get a solid Summer internship or full time position. It will also help guide you in your search for which type of marketing job you want to pursue.

INTERNSHIPS AVAILABLE:

Realty World-Marketing Communications intern: Looking for a student create marketing communications pieces (flyers, brochures, reports) and assisting with posting information to the company website. Time commitment is flexible. Salary is negotiable.
Call Connie Glagola 610-442-4107

Critical Tool seeks intern: Critical Tool is a web-based supplier of safety equipment. Their E-Commerce manager is looking for an intern to be a copywriter for some of its new products, assist with competitive analysis and work on other projects like a blog. This is flexible in-office and from home. Will offer a \$1,000 salary per semester. Call Zak Winfield at zak.winfield@criticaltool.com

SORRELLI: Jewelry seeks PR intern: As an intern in the Public Relations Dept, you will monitor media, write press releases, and assist with media events. It will also include some marketing activities like promotional store and web launches, demographic research and product data. They are looking for 2-3 days per week. This is for credit only. **Apply to** hly.oswald@sorrelli.com

WIRED
Websites to Check-out for Advertising



www.talentzoo.com
www.aaaa.org
www.marketingpower.com
www.aef.com
www.ana.net
www.amic.com
www.aaf.org
www.pwr.com/ADJOBANK

Trade Pubs

Keep up with the industry by reading these publications. Check out the library database...you could read these online.

[Advertising Age](#)
[Adweek](#)
[BrandWeek](#)

Prepared by Beth Gallant

MOUNTAIN HAWK MENTORS

Spotlight on Sarah Leidy, Media Buying/Planning Intern Neo@Ogilvy, digital and direct media dept

Sarah Leidy is a Senior and shares with us her insights from her Summer internship at Ogilvy.

HOW DID YOU GET YOUR INTERNSHIP?

I got this through a special program called Multicultural Advertising Internship Program which is sponsored by AAAA. I saw the MAIP program on LUCIE and looked into the requirements.

WHEN DID YOU APPLY FOR THIS?

This was a long application process. I started putting together my application in October of my Junior year. The application was due in December. Semi-finalists were chosen in January. Then I had interviews in February. It was March when I finally found out that I was a finalist and got my agency assignment.

WHAT DID YOU GET TO DO?

I worked as a media buyer on the Lenovo Computer account. We provided them with media buying and planning, market research, analytics and emerging platform services. Every Wednesday we had training sessions called Lunch and Learns. I heard about all the different departments: account management, creative, new business and traffic. Everyone was really friendly and willing to teach you.

WHAT DID YOU LIKE BEST? WHAT WAS THE WORST?

The best part of my Summer was getting a chance to live and work in NYC. All interns also got a 1-1 with the CEO, Shelly Lazarus which was really inspiring. The worst was the subway...too many people in the morning!

WHAT IS YOUR ADVICE TO OTHERS?

Start early! It shows that you take the initiative to look for a job. That way you will be first in the recruiter's mind when they actually need people to hire. Don't be afraid to ask questions! Most people in this industry would love to sit down with you and explain things to you.

DOES THIS GUARANTEE YOU A JOB?

No, but it does give me the network of people I met this Summer to re-contact when looking for a job.



THE DAILY GRIND

Taking a Closer Look at a career as an Account Executive

Account management is a fast-paced and dynamic career in advertising and public relations. The account executive is the liaison between the agency and the client. As a part of an account team, you are the person that translates the client's needs to the rest of the agency. Your job is to service and maintain the account. What does that mean? You coordinate all client meetings. You are the key contact on budgetary issues, and you are an integral part of your client's marketing team, giving input on their strategy and communication objectives. As the key client point of contact, you interface with your market research team, creative and media teams. It is your job to keep the client on schedule, within budget and happy!

Account Management is a great starting point for a career in marketing since you get to see the entire advertising and communication process. Entry level positions are called Jr Account Exec or Account Coordinator. In these jobs, you are able to get a glimpse inside the client's business, as well, and learn their category and marketing objectives. Being an account executive allows you to either stay in the advertising and public relations agency and advance or to jump to the client side and be the one directing the agency. It gives you great future options!

PROS: good learning experience; room for advancement; usually a young and vibrant environment

CONS: long hours; lots of politics and personalities to manage; can be a fair amount of travel

Skills needed: Diplomacy; even temperament; able to take on a lot of responsibility quickly; creative; detail-oriented; great people skills

Starting salaries: \$30,000-40,000



INDUSTRY INSIGHTS

ADVERTISING

A look into the advertising industry is very different today than just five years ago. This dynamic field continues to evolve as consumers seek messages and information from a variety of sources. The larger agencies offer clients a variety of services that could include: branding, messaging, creative and media buying. They bill themselves as "one stop shops" for their clients. Most larger agencies have many layers of management and can handle all sized clients. Smaller agencies or boutiques usually specialize in a few areas like creative development or unique niche markets. For example. They may do Hispanic marketing/communications or digital media.

What distinguishes one agency from another is the culture and their clients. Most larger agencies have offices in various cities around the world allowing you the opportunity to move within the company and also to other geographic locations worldwide. No matter the size of the agency, know that the nature of this business is client first. That translates to long hours and never-ending demands from your clients. This can be balanced by the environment which tends to be vibrant, exciting and full of fun and interesting people!

The entry level jobs within an agency vary as well. Most larger firms have account executives/management which is highlighted above. They also have an internal market research department. These are interesting jobs which not only help clients to better understand their branding and positioning through research but also orchestrate the testing of all advertisements in all media. There are also positions in media buying and planning. These jobs are very analytical and yet strategic advising the client which media should be used to advertise their product. Their objective is to minimize cost and maximize effectiveness. Another job can be in the creative department. These jobs can be either developing the written script for print or broadcast as a copywriter or developing the images as an art director.

Another option is to work in the Marketing Services Department in a large corporation. In this role, you are the client, and you direct the agency. You regularly interact with the brand groups and help to set the communication strategy. You work closely with the agency to insure the brand message and strategy is preserved, that your agency is on budget and that the agency adheres to the deadlines set. These jobs are less demanding than the agency side, but are not so easy to find. Most of these jobs require some years of agency side experience.

If this exciting industry interests you, begin to check out the websites listed in Get Wired (at the left). Contact some of those on this list below and explore their websites to find out who their clients are and some of their recent campaigns. This is a competitive industry to break into but it can be a lot of fun!

LARGEST AGENCIES:

McCann Erikson	DDB	Grey	Campbell-Ewald	Doner
BBDO	Ogilvy	EuroRSCG	TBWA	Mullen
JWT	Publicis (Digitas, Saatchi and Saatchi)	Arnold Worldwide	Richards Group	Richards Group
Y&R	DraftFCB	Leo Burnett	Hill Holliday	TMP Worldwide



BUILDING YOUR BRIEFCASE

Action Steps for developing Your Brand

Every issue we will address what you can do today to move your job search forward. This month you should complete the following:

✓ **Make sure your interview suit is ready to go!** That means that you have it pressed, tailored and ready for use.

✓ **Finalize your resume.** Insure that you highlight your jobs from last Summer. Re-look at each bullet point and insure that they are still relevant. Experience from High School or Freshman year may no longer be needed to highlight your capabilities.

✓ **Begin your personal marketing plan.** Take some time to clearly define your target market which means know where you want to be geographically and what type of position you are seeking. If you do not know the answer to these two key facts, then you need to **immediately** step up your informational interviewing and exploration of what jobs are available. The Career Services Center and Prof Gallant can also help with this.

✓ **Begin prospecting.** This is the most time consuming step in a job search. Start making a list of people you know and people you know who might know someone in the industry or the jobs you are targeting. Do your LUCAN searches with Career Services for the jobs or locations you are seeking. The key to this is to collect as many names as you can. Many of leads will go no where but you need enough names to begin with so that you are left with a good working list of contacts by the time some of these leads self select out. Your main goal is to get names and good e-mails or addresses. The next step is contacting them. If you need help crafting a good introductory letter to these leads, contact Career Services or Prof Gallant. At this point, you are not asking for a job. You are building relationships for the future.



FROM THE DESK OF YOUR CAREER ADVISOR

As the Career Advisor for the Marketing Department, I have been trying to decide the best way to get you good career information in a timely manner. The *Apprentice Times* was my answer! The intent is to help you stay on track with your job search and to provide general information about the types of jobs you can get in marketing.

I am still available by appointment or through e-mail at beg4@lehigh.edu What I have found in this position is that many of you need information. You need to better understand what you can do with your Marketing major following graduation. This newsletter is to spur ideas and to get you started. I am here as a resource to give you assistance with how to do a marketing job search and with targeting your resume and highlighting the skills marketers look for. I can also jump start your lead generation process. I cannot find you a job.

Searching for an internship or full time position is hard work. You need to understand that it takes planning and time. You need to add this to your class schedule and allot time every week, just as you do for classes, to doing something to move your search forward. Marketing is an exciting field and allows you to use not only your business acumen but also your creativity and analytical skills. It is one of the few fields where professionals have the highest job satisfaction!

Start now to make contacts that you can meet over Pacing Break or Thanksgiving. People in business will gladly make time for you with enough prior notice. Your prospect list is the most important resource and it is NEVER too early to begin doing your research to get names and phone numbers and e-mails.

Marketing jobs are very diverse and can fit all types of people. Some are more analytical and others mostly creative. Marketing positions are in nearly EVERY business from sports and entertainment to banking to industrial suppliers. The reason companies do not recruit as frequently for marketing jobs is that they hire 1-3 per year. Unlike other majors, they do not hire large classes of 20 or 30. The advantage is that you can pick the companies you want to work for or the industries that interest you. Your opportunities are endless!

In closing, I want to insure that you get the information you want in this newsletter. Please let us know what topics you would like to see. What has been helpful and what you want to see more of...just e-mail us at beg4@lehigh.edu

