

YOU'RE HIRED! Using principles of marketing to help students launch their careers

Christina McCale, Regis College

Many faculty use self-marketing plans as part of their marketing courses to reinforce marketing content and prepare students for their “real world” entry. While working with Academic Internship Director Lynne Montrose of Regis University, I have been testing exactly what benefits students derive from this experiential learning activity for the last two years. What we have found is listed below.

Men benefit more dramatically than women:

Men stated they had increased their industry knowledge and stated they would be proud to show their self-marketing plans to employers. Also, SWOT and integrated marketing communications principles are reinforced more for men than women. Men believed that they improved information technology, communications skills, and project management skills; critical thinking skills. However, women did state they increased their overall occupational knowledge (more so than men).

Students who volunteer seemed to benefit less than non-volunteers

Non-volunteers responded strongly to “This assignment was a valuable learning experience” and rated critical thinking and information technology use improvement strongly. Non-volunteer students believed they set career goals and increased salary knowledge as a result of this project. Additionally, non-volunteers felt they learned how to develop marketing plans through the self-marketing plan process while volunteers did recommend using the project in future classes and claimed to learn the principles of segmentation through the self-marketing plan.

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Those with and without experiential learning in their academic history benefited equally.

Those with experiential learning in previous classes felt the self-marketing plan project had an influence on their career choice, felt they had an edge in their career entry as a result of the project and stated they understood marketing’s role in the organization more strongly as a result of the project. However, those with no previous experiential learning activities felt they increased their salary knowledge, felt the project reinforced marketing content of pricing, marketing, developing marketing plans, and integrated marketing communications.