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## Career Assessment Report

### **Concentration and Major:**

At Longwood, I plan to major in Business Administration with a concentration in Marketing. In high school, my school offered various “pathways” that consisted of classes in specific career areas such as engineering, culinary, and business. Initially, I had planned to start the business pathway, but after a presentation from the marketing department, I changed my mind. I studied Marketing Management for all four years of high school, going on to manage our school store for two years and compete in DECA for four years. Through my time in marketing classes and competing in DECA, I was able to work with local businesses, such as California Pizza Kitchen, to conduct market research that was used to design marketing campaigns that were implemented and were successful in increasing customer traffic. I was able to compete with my projects in DECA, winning first place at state twice and finally fifth place in the world my senior year. I love getting to work with businesses to better understand their markets and cannot wait to learn more about marketing here at Longwood.

### **Career Titles:**

- ***Market Research Analyst:*** According to the U.S. Department of Labor (2018), Market Research Analysts study, “market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price” (“Market Research Analysts”).
- ***Logistician:*** The U.S. Department of Labor (2018), states that, “Logisticians analyze and coordinate an organization’s supply chain—the system that moves a product from supplier to consumer. They manage the entire life cycle of a product, which includes how a product is acquired, allocated, and delivered” (“Logisticians”).

### **Self-Assessment:**

**Market Research Analyst:** Customer Marketing Manager for the Coca-Cola Company

- ***Job Description:*** According to its listing put out by Coca-Cola (2019), the person holding this position would be, “responsible for the development, sell-in, execution and analysis of strategic marketing initiatives, aligned with TCCC and The McDonald’s Division (TMD) marketing strategy, to stimulate beverage consumption and reinforce

brand equity of Coca-Cola brands” (“Coca-Cola Company Customer Marketing Manager”).

- ***Skills/Certifications/Degrees Needed:*** This job only requires a Bachelor’s Degree; however, a Master’s Degree is preferred. It also wants applicants to have a, “Minimum of 10 years related experience in Marketing, Customer Management, Advertising Development, Promotion Development, New Product Development” (“Coca-Cola Company Customer Marketing Manager,” 2019). For skills, the company is looking for someone who has strong writing skills, a thorough understanding of the brand to create cohesion, creativity, and extensive marketing knowledge to fulfill the job.
- ***Strengths and Weaknesses:*** According to the listing, my main strengths for this job would be strong writing skills and creativity. Though I am currently not yet skilled enough in marketing to be able to get this particular job, it is something that I will gain by completing my major and internship that goes along with it. My lack of work experience will likely be my biggest weakness for this position and I will need to have another job before I am able to apply for it.

#### **Logistician:** Logistics Manager for Amazon

- ***Job Description:*** For this job, Amazon (2019) is looking for someone to oversee, “the life cycle of the incoming and outgoing IT components that are used in our systems to provide Customers with services from our Data Centers. They manage a small team of Logistics Associates and scale the team to meet business demands at multiple sites within a single region” (“Amazon Logistics Manager”).
- ***Skills/Certifications/Degrees Needed:*** According to the listing for this job, “The ideal candidate possesses a strong work ethic, attention to detail, the ability to meet deadlines, and a commitment to Operational Excellence” (“Amazon Logistics Manager,” 2019). Though it does not specify a specific degree requirement, it does ask for three or more years of logistics experience and experience in management. It also asks for at least a year of, “experience dealing with freight haulers, overnight shippers, and air freighters” (“Amazon Logistics Manager,” 2019).
- ***Strengths and Weaknesses:*** For this position, I would have a lot of strengths. I have always had a strong work ethic and work hard to do more than just meet the requirements of a task. Because of this, I am also extremely detail oriented and always meet deadlines. My main weakness would be in my lack of experience which I hope to gain through the completion of my major and internship. I will also likely need to have a job prior to applying to a position similar to this one in order to have adequate knowledge of the material I will be working with.

## **Master Plan:**

After thoroughly researching both professions I initially identified, I have decided that my ideal career would be one as a Market Research Analyst. I want to find a job at a larger company such as Amazon or Coca-Cola where I would be able to make an impact in an upper-level position. The marketing campaigns that Amazon and Coca-Cola design have always fascinated me for their ability to accurately target their markets while being able to successfully convey their messages. These two companies have some of the most consistent and well-known brands today and that is something that I want to be a part of.

In order to achieve this, I will need to complete a number of internships and base-level jobs in order to gain the experience required. After this summer, I will have completed two internships and I hope to get a third during the summer of 2020 in an actual marketing firm. For a career like marketing, experience is essential to success. Everything that I can learn from others will help me advance in a career of my own.

## **Next Steps:**

In order to be able to be successful in this career, I will most importantly need to gain sufficient knowledge and experience. First, I plan on finishing my Bachelor of Science in Business Administration a year early here at Longwood. I was fortunate enough to come into college with enough credits to be considered a sophomore so I will be able to graduate in three years instead of four. I already have an internship for this upcoming summer and will get another one the summer before my senior year in order to fulfill my internship requirement.

While at Longwood, I also plan to become more involved on campus to continue to build my resume. This semester I am pledging to become a part of Delta Sigma Pi, a professional business fraternity, and can potentially use our extensive alumni network to help me find a job. I would also like to join our Student Government Association and run for election.

After graduating from Longwood, I plan to pursue a Master's Degree in Business Administration. I will either continue to study at Longwood or will apply to graduate school elsewhere. From there, I will get a lower-level marketing job at a company and work my way up into the upper-level management position that I want.

My biggest challenge will be in gaining enough experience to be able to move into a higher-level job. Most require multiple years of marketing experience in addition to any Degrees.

## **Summary:**

Conducting this research has allowed me to see that I am currently on the right path to achieving the career I hope to have. I need to continue doing well within my major and apply to multiple internships that will allow me to gain marketing experience. I also plan on continuing school after graduating with my Bachelor's Degree to earn my Master's Degree to be more qualified.

## Works Cited

Market Research Analysts. (2018). *US Department of Labor*. Retrieved February 10, 2019, from <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

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