

MONFORT

COLLEGE of BUSINESS

University of Northern Colorado

Professional Experience Requirement

Marketing

PURPOSE

- To provide qualified Monfort College of Business students with meaningful on-the-job work experience in a position that expands the student's educational experience and fulfills the Professional Experience graduation requirement.

REQUIREMENTS

- Be a junior or senior business major in good academic standing (minimum GPA of 2.0/4.0, not on academic probation or suspension from MCB)
- Approval from Professional Experience Coordinator *prior* to engaging in experience
- Completion of Student-Employer Agreement
- Completion of two pre-requisite workshops: resume and professionalism/interviewing skills
- Interim memo/e-mail from site supervisor (student meeting required hours, satisfactory performance, etc.)
- Minimum of 50 hours of work needed to meet Professional Experience requirement (may be more if required by employer)

WHAT COUNTS AS A VALID PROFESSIONAL EXPERIENCE

- A valid experience requires skills and knowledge obtained from MCB courses. These experiences can be obtained through employment, volunteer activities or project-based opportunities. Your position should be similar to an entry-level position for a MCB graduate and tied to your career goal and/or major.

ASK YOURSELF

- What advanced skills and knowledge are essential for this position? How will this position enhance my learning in MCB coursework?
- What responsibilities of this position require advanced coursework at an institution of higher education? Am I able to apply my knowledge learned from my upper division coursework to the experience?
- What will I learn or experience from this professional experience position that I have not had the opportunity to learn or experience yet?

A PROFESSIONAL EXPERIENCE *COULD* INCLUDE THE FOLLOWING ROLES

- Supervision
- Employee training
- Responsibilities specific to major
- Research opportunities
- Projects specific to major
- Business to business sales

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POSITIONS THAT WILL TYPICALLY NOT BE CONSIDERED A PROFESSIONAL EXPERIENCE

- Telemarketing
- Cashier
- Customer service representative
- Bank teller
- Community adviser
- Receptionist
- Waiter/host/bartender
- Point of sale representative
- Administrative assistant
- Sales floor personnel
- General laborer

TYPICAL MARKETING PROFESSIONAL EXPERIENCE ROLES AND RESPONSIBILITIES

- The goal of a Professional Experience in marketing is to apply knowledge acquired in the classroom to real-world situations, as well as gain the skills and experiences that are necessary to prepare the student for a successful career in marketing. Students pursuing a marketing degree learn to combine advertising, business logistics, research, product management, and selling in targeted efforts to satisfy the consumer or the organizational buyer with products and services in an ongoing relationship. Students learn the importance of working in teams and develop marketing plans and research reports.
- Professional Experiences are structured as learning experiences that combine in-class theory with real-world applications. A valid experience for marketing majors will require skills and knowledge obtained from MCB marketing courses.
- Marketing students may work with product and brand management and/or internal and external communications. This may involve creating promotional materials, doing research on a target market, or selling the product/service to customers.

A MARKETING PROFESSIONAL EXPERIENCE *COULD* INCLUDE THE FOLLOWING ROLES

- Performing sponsor recruitment
- Working in development and implementation (local, regional, and national)
- Placing and tracking advertising
- Media relations
- Interacting with clients
- Developing a strong understanding of a company's products and services
- Professional selling to current customers and prospecting for new business
- Coordinating with internal departments to respond quickly to customer requests
- Attending business tradeshows
- Assisting with retail events
- Creating promotional materials
- Creating sales presentations and presenting to prospects
- Creating displays
- Planning special events
- Performing market research through interviews, focus groups and surveys

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A MARKETING PROFESSIONAL EXPERIENCE *COULD* INCLUDE THE FOLLOWING ROLES (CONTINUED)

- Developing detailed marketing plans
- Coordinating special events
- Assisting in building a projects database
- Assist in completing monthly forecast and sales related data entry to allow accurate forecasting and supply planning
- Resolve freight service and claims
- Resolve invoicing issues and PO credits
- Review order acknowledgements
- Review price changes and analyze impact
- Forecast future requirements for suppliers
- Monitor and track transportation shipments from inception to final delivery
- Optimize transportation shipments for our customers while balancing service and cost using the transportation management system
- Communicate effectively with customers, carriers and teammates (phone and email communication)
- Report and analyze key performance indicators
- Help with the monthly forecast process
- Review/analyze/update individual SKU's, create/analyze reports, and streamline the process
- Help create reports out of Demand Planning to measure forecast accuracy
- Create new product "actual sales" vs. "sales forecast" report from Demand Planning
- Set-up new items into Demand Planning
- Document new processes
- Assist with a wide variety of inventory and inventory control functions
- Conduct data gathering and analysis or processes
- Create standardized operating procedure documentation
- Assist in implementing improvements
- Provide summaries and analyses
- Conduct small projects required to enable Quality Team to make process improvements

QUESTIONS

- Visit the MCB PE website at <http://mcb.unco.edu/ProfessionalExperience/> for more information or contact the Professional Experience Coordinator at professional.experienceMCB@unco.edu. To schedule an appointment with the Professional Experience coordinator, please call 970-351-2088.

****Be sure to check your BearMail account regularly for important updates and announcements.**