



Outduction Case Study

Title	Spotlight on Marketing, December 2010
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Intended learning outcome	To inform students of the different types of roles within marketing, the competencies needed to undertake these roles and tips on how to get ahead and be successful in their marketing careers
Problem statement (what did case study seek to address?)	Students focus on one area of marketing and generally lack awareness of other career options and where they should be looking for opportunities
Context	The first Spotlight on Marketing event – it was hoped that this event would get the marketing students more engaged with other employability activity, and promote opportunities.
Activity	The format of the event was as follows: Facilitated panel discussion – industry experts from various levels talked about hot topics affecting the profession, career paths, opportunities for success and roles available at different levels Speed interviews/networking – the discussion was followed by speed interviews and networking with industry professionals and Marketing alumni
Issues	Rooming – Careers bottom of the pecking order so event was quite last minute...
Hot tips/key points for effective practice	The panel members were all very engaging and each had an exciting story to tell so they really captured the attention of the student audience. The facilitator was also great and really led the discussions very well.