

**By Students For Students:**

# **Tips from Marketing Seniors on Modules, Internships and Life at NUS Business School**





## Contents

1. A Strategic Decision .....	3
2. Building the Unicorn Spirit .....	5
3. A Rare Opportunity to do a Marketing Module with Practitioners .....	8
4. The Road Less Travelled .....	11
5. Banker to Policewoman, All Rolled into One .....	14
6. Marrying Art with Science .....	17
7. Money Money Marketing .....	20
8. Managing Product Experience for Customer Pleasure .....	22
9. Bridging Products and Consumers through Analytics .....	24
10. Engaging and Interacting with Customers.....	26
11. Marketing Brings Out the Psych Expert in You! .....	29
Tips & Tricks on Being a Marketing Major	
Tips & Tricks on Marketing Internships	



# A Strategic Decision

By Sharmayne Chai

I'm often asked, "Why do you major in Marketing?" I've asked myself that question too.

As an avid shopper, I am often deluged with a plethora of brands and choices. One day, as I was in a shopping centre, I thought to myself, "Hmm . . . Won't shoppers end up suffering from the paradox of choices? What then can businesses do?"

Then it dawned on me. Don't laugh but here's my thesis . . . Marketing allows businesses to study consumers and develop strategies to build long lasting relationships with them. **If I major in Marketing, I will be able to contribute towards building brand equity for the organisation that I'll be working for, especially when they own brands that I relate closely to.** Makes sense, right?

## My first senior Marketing mod

And so off I went with choosing Marketing modules. Having my interest already sparked in my Principles of Marketing mod in Year 1, I decided to take **MARKETING STRATEGY** in Year 2. It's a compulsory mod anyway for students pursuing a Marketing specialisation. So, I thought I might as well take it as soon as I can.

Well, guess what? While Principles of Marketing drills students on a wide range of marketing concepts and frameworks, as it should be, Marketing Strategy equips us with in-depth knowledge for effective marketing planning, and with a focus on Asian markets. It pushes me to think beyond theories in a textbook to more practical and implementable strategies.

I began to develop a deeper understanding of the importance of marketing strategy behind every real-life business marketing campaign, down to how they position themselves as a brand in the market. Most businesses, be it a small independently owned business or a large multi-national company, act around these concepts.

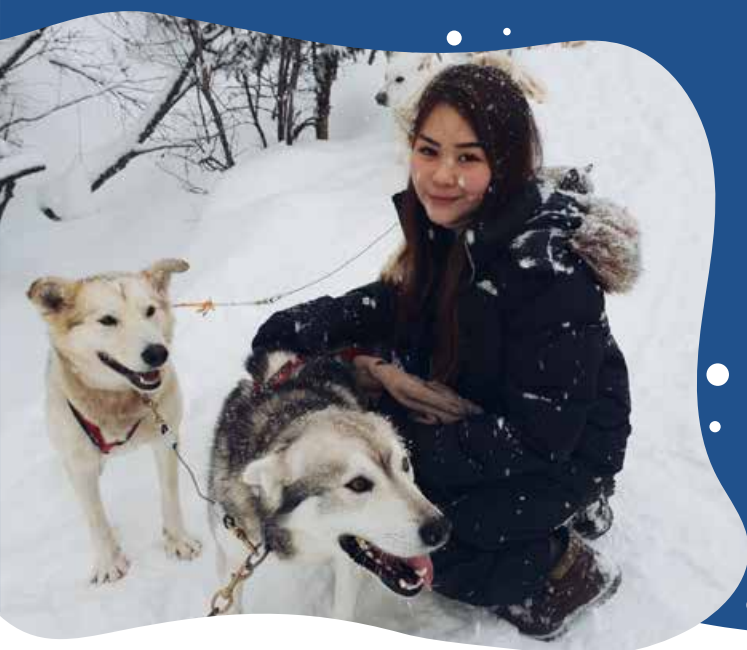
In New York, it's billboard advertising galore at Times Square. Hmm . . . I wonder what's the marketing strategy behind such cluttered advertising



## Takeaway

One interesting takeaway I had was learning how marketing is not to be viewed and carried out as a pillar on its own. **Instead, marketing is a synergised effort, involving every aspect of an organisation. Yes, marketing is both external and internal, and involves everyone in an organisation.**

Another learning worth remembering is the importance of branding. A significant part of marketing strategy lies in the heavy investment towards brand building. I remember clearly what my prof said: "Coca Cola would have suffered less losses from the destruction of all their physical assets across the world than it would have if everyone wakes up and forget everything about Coca Cola as a brand." Wow! I thought that was quite inspired.



## Not 1, not 2, not 3, but 20 Ps

My Marketing Strategy prof is awesome. He's so special in his teaching pedagogy. His teaching slides are extremely succinct and shows only key concepts to take note of.

And the best part is . . . He teaches the entire module using a single acronym - P. Piqued your interest? To be specific, this mod was taught as the "20 Ps of Marketing". Each session covers a group of Ps until my prof finishes the last P. Quite unique, isn't it?

And this is what I appreciate of my Marketing prof - he cares enough to ensure students remember what we've learnt by spending much time in developing a module around his own 20 Ps for students to easily recall. And for that, I salute him for being a passionate, prolific and professional professor - There, my 4 Ps! LOL

Marketing mods have exposed me to the common lingo used in the industry. I was a Marketing intern at GSK Consumer Healthcare and our marketing activities were outsourced to creative and media agencies. We often held meetings with agencies to provide them with direction for our marketing activities and they too will share their learnings and expertise with us. Marketing mods taken at NUS allowed me to more effectively engage in these discussions with them and form a more holistic understanding behind the rationale and guiding principles of their actions.

## About Sharmayne Chai . . .

Sharmayne is a Marketing major who went on exchange in Montreal. She advises Business students to immerse themselves in understanding the real-life marketing practices by keeping abreast of social trends especially those in the digital landscape. Organisations are constantly finding new ways to engage with consumers beyond physical stores.

On choosing modules, Sharmayne recommends selecting marketing mods that complement one another. For instance, taking Product and Brand Management with Services Marketing will equip you with skills across various industries. As marketing is a synergised effort and is not a concept limited to the marketing department, there is also a lot of opportunities for integrating what we learn from Marketing mods to other specialisations and vice versa.

# Building the Unicorn Spirit

By Jerome Lim

Hi everyone! I'm Jerome, an NUS alumnus who specialized in Marketing. Looking back at the Marketing modules I have taken, the ones which are truly memorable are the ones infused with industry experience and practitioner knowledge. These modules are particularly useful in the working world in terms of content relevance, while going out of the textbook to enrich our learning experiences.

One of my favourite modules is **GROWING & MARKETING THE NEXT ON-DEMAND UNICORN**. Through the module, I picked up core marketing skills (I would even say business growth skills to be more accurate!) such as customer value proposition, unit economics, marketing strategy, analytics, and success metrics.

I was privileged to have been taught by Kelvin, our module professor - who brought in his years of experience at Grab, McKinsey, and the public service. A huge kudos to Prof Ang and the Marketing Department for consciously enriching our educational experiences by collaborating with experienced industry practitioners like Kelvin.

Prof Kelvin's industry experience really made a difference in my learning - particularly the **interdisciplinary knowledge within the curriculum**, and **project aspect** assessing our ability to apply theory to real-life. Besides the content though, what also makes the module awesome is the professor's **out-of-classroom advice** and genuine heart to educate that helped us ease the transition from university to the working world. I would coin his unique blend of marketing theory and industry application to be the unicorn spirit - rare, valuable, and inspirational.



My team with Prof Kelvin (third from right) who generously shared his insights to help students have an interdisciplinary perspective of Marketing



## Interdisciplinary Content

The first highlight of the module for me was the interdisciplinary exposure - I learnt beyond the standard marketing terminologies and concepts, but also had the chance to appreciate the interplay between marketing and other functions such as finance.

I still recall the collective gasp and murmurs around the classroom when the unit economics lesson came up. Prof Kelvin asked how many of us were familiar with unit economics - admittedly there were very few raised hands! But he assured us that unit economics is not rocket science and is not as daunting as it sounds. Through the lectures, real-life examples, and quizzes, I got to appreciate how the concept links closely with scaling a company, got to build a business case, and learnt about the core financial assumptions for a business to be commercially viable.

These experiences made me realise that marketing is extremely interdisciplinary, and I love it even more now for its breadth and exposure to knowledge of other corporate functions in helping an organization succeed.



## Project Experience

Beyond the theoretical content, I also really appreciated the project experience component. We **learnt by doing** - innovating on a new company idea, building out the financials, crafting the marketing, product and operations plan etc by applying the theories we learnt. What's exciting afterwards was presenting it to an investor, aka Professor Kelvin, who simulated the same high-pressure environment that any other founders would face when seeking investment from him in real-life. (Note: He didn't give any of the student teams actual investment funding... at least not yet!)

A lot of thought was placed into crafting various assessment scenarios for the different student teams, with the prof adopting the hats of different types of investors. The project experience and assessment strike me as very reminiscent of the real world, where we interact and collaborate with stakeholders with varying personalities and working styles to **drive towards a shared outcome**.



## In Classroom to Out of Classroom

Drawing parallels to the module and what was taught, we also had the chance to candidly ask Prof Kelvin about his industry experiences and how that helped him to where he is today. Much like how he taught us the key considerations to optimise for in growing a unicorn through his module, his advice to the class also helped us grow in transitioning from university to a career, such as by focusing on **learning and development** rather than titles or prestige.

## The Unicorn Spirit

All in all, I believe the module shines and everyone who has a chance to take it on should go for it! What initially appears as mythical and challenging, is rooted on knowledge of key fundamentals. I believe mastery of those aspects would lead you to attaining your own individual satisfaction, be it in growing and marketing the next on-demand unicorn, or in your professional life as you take the first steps in your career ahead!



### About Jerome Lim . . .

Jerome was privileged to have completed various internships in the consulting and technology industries, across Singapore, Indonesia, and Silicon Valley. Jerome is currently a Strategy Analyst at Accenture.

#### Words of Advice

Lean into the ambiguity, get out of your comfort zone, try (and fail!) courageously, treat university as a safe place to make mistakes and learn from them. We are also surrounded by a community of like-minded people - share your story and get to know theirs too!

# A Rare Opportunity to do a Marketing Module with Practitioners

By Jasmine Low

**MARKETING VENTURE CHALLENGE** ranks one of the most interesting mods that I've taken in NUS. It covers a wide variety of topics revolving around marketing (primarily digital) and entrepreneurship - from developing an idea, understanding the real value propositions in the business idea, identifying market opportunities, capitalising on digital marketing tools, understanding competitors in a way that matters and loads more. As someone with no experience in entrepreneurship, this is an extremely good module for exposure as it covers some of the most important considerations for any start-up business.



This module is also nicely paced. As a group, our first task is to make an elevator pitch of our business idea and develop the idea into a viable business for our final presentation at the end of the course. Throughout this process, we also had feedback sessions where our prof who works at Google is extremely helpful in imparting his knowledge to us. At the final presentation, I also got to learn about the ideas and processes that other groups went through, which made it an enjoyable learning experience overall. Who knew that my friends could have such exciting and refreshing ideas!



## Unconventional

Instead of employing a conventional pedagogy which would otherwise seem static and formulaic, Marketing Venture Challenge adopts a more dynamic and interactive approach where students discuss materials that are pertinent and aligned with current market trends.

Personally, I find that this is one of the key factors that makes this mod a lot more engaging and interesting as I am able to gain better insights to relevant issues in a contemporary context. These insights and information that I gleaned are very useful to me as I embarked on my internship and mentorship programs at L'Oréal, Unilever and Shopee.





I love it that my professor is from the industry. As an industry expert with a lot of experience at Google, my prof is able to leverage on his personal encounters and share with us many relevant real-life anecdotes and practical considerations that students often overlook in the course of conceptualising and developing our project. **Short of working at Google, how do you get the chance to spend 3 hours each week for 13 weeks with a senior Google executive and tap on his brains? And for that, I take my hat off to NUS Marketing department for engaging with the industry so that students, like myself, benefit from such rare opportunities to learn from them.**

My prof also provides us with a better context as to how our business ideas may be implemented and applied in the real world. These are extremely valuable to us as students with little to no real-life experience. Of course, it helps that my prof is really personable which makes so easy for us to approach him for feedback. He is also very involved in every group's progress which helps to set us in the right direction.

## Entrepreneurship and digitization

As Marketing Venture Challenge covers a broad spectrum of different topics, it serves as an excellent springboard for other modules, by complementing the course material taught in those modules. For example, combining Marketing Venture Challenge with Marketing in a Digital Age is extremely useful in strengthening one's understanding of digital marketing and its relevant digital tools.

I personally think having a good grasp of the virtual-business world is important, if not necessary, especially given the huge role digital marketing plays. I also know of schoolmates working in start-ups who have taken Marketing Venture Challenge with Entrepreneurial Marketing and New Product Development, mods that go hand in hand in strengthening one's knowledge on entrepreneurial marketing in a more holistic manner.



I applied what I learnt in my Marketing mods during my L'Oréal internship

## Why Marketing

Marketing modules in NUS allow me to get a fundamental understanding of various marketing terms and techniques which are commonly used at work. As the modules focus on both in-classroom and out-of-classroom experiences, I also get to speak to industry professionals, which guided my decision in terms of which area of marketing to pursue. Through my past internship experiences, I've seen many marketing concepts come alive and that's what has been extremely motivating for me to continue striving to learn more about marketing!

To those who are still thinking of whether to major in Marketing, let me share my views. I hope this helps. I choose to major in Marketing because I like that it is a very dynamic discipline that requires me to be agile in my mindset. It is a constantly evolving space that is defined by ever-changing trends and it never gets boring! **To me, marketing is a constant pursuit of finding the middle ground between art and science. The 'art' aspect lies in the creative nature of the profession. The 'science' aspect comes with the opportunity to delve into different sets of information to come up with data-driven solutions. The journey to achieve a balance isn't always easy but there's always something new to be learnt and I think that's what also makes it so fun-filled and rewarding.**

### About Jasmine Low . . .

Jasmine enjoys her internship and mentorship programs at L'Oréal, Shopee and Unilever. Her exchange in Sweden is unforgettable and an eye-opener to the world outside Singapore. Jasmine is passionate about Marketing because it is dynamic and strikes a balance between creativity and analytics. Now wherever she goes, she's thinking about the marketing campaign behind the product.



# The Road Less Travelled

By Esabel Lee

As a Marketing major, I find marketing modules equip me with relevant knowledge and skill sets to tackle the demands of my roles in various companies. One such mod is **CONSUMER BEHAVIOUR**. Since day one, this mod really left an impression on me. The moment everyone was seated and ready, the prof told us all: "Close your laptops and put your digital devices away. You won't be needing them. For the next 13 weeks, all you will bring to this class is a good ol' pen and paper." Trust me, the look on everyone's faces... priceless!



This class sheds light on the psyche of everyday consumers (yes, us included) and makes us privy to the tactics that companies use to target our subconscious habits. The topics taught in this class are not only mind blowingly insightful, but they also framed my creative processes when analyzing marketing campaigns.

What I love most about Consumer Behaviour is that it does not simply remain a static, theory-only class. To further deepen our understanding of what we learnt in class, we had to design our own marketing campaign for a company. It is no secret that the best campaigns are remembered for life. **Using theories that were taught during class, we had to put on our marketer thinking caps and come up with a killer campaign. This gave us an end-to-end experience of how the marketing arm of a company makes a campaign come to life from brainstorming to reality.**

Throughout the course I learnt invaluable ideas and concepts that target how consumers think on an everyday basis. These concepts are so intrinsic and internalized within us that many of us do not even realise that such traits contribute to our purchase behaviour and habits as a consumer. Word of caution: you will never be able to look at an ad or a campaign EVER again without thinking about which aspect of consumer behaviour they are trying to target.



## The trilogy

"Two roads diverged in a wood and I - I took the one less travelled by, and that has made all the difference." - Robert Frost.

I've never been one who followed the conventional routes. Unlike most of my peers, a role in large corporations has never excited me. Instead, I ventured through the murky waters of start-ups and entrepreneurship. **Being part of a start-up means heavy responsibilities, ownership and the unsaid expectation of wearing many hats - even those you may not have been trained for. How does that work? Think being thrown into the deepest part of the ocean while not completely knowing how to swim.**

During my Years 2 and 3, I had the opportunity to be a part of three start-ups - all whilst juggling full-time work and being a full-time student. No worries, the road may be less travelled but it certainly isn't long and winding, as sung by The Beatles. 😊



*Holiday Party 2019*

As the clock TikToks to a new year, Esabel puts what she has learnt at NUS and at work to serve small and medium businesses wanting to reach out to TikTok's viewers.



It starts with my first internship at NodeFlair - a life-changing experience, indeed. I joined the company when it was only a few months old and had the pleasure to work very closely with the founders. I held responsibilities from Business Development and Account Management, to Talent Acquisition and Organic Marketing, hustling with our incredibly small team then and seeing the company grow in leaps and bounds. Knowing that I had a part to play in the company's growth was the most fulfilling part of my journey.

Two weeks after this internship ended, I took a huge hop and a skip to an exciting new phase aka NUS Overseas College New York. After multiple rounds of interviews (at midnight, with a panel interview lasting 2 hours), I landed a role at TikTok New York! I joined the Global Business Solutions team at a time when TikTok was still growing (or should I say, skyrocketing). The TikTok New York team had 25 people then and I was mentored by many incredibly talented people! My direct supervisor is an extraordinary in performance marketing and measurement. I learnt a great deal about auction ads, marketing analysis and optimisation under her wing.

On top of that, I assisted other cross-functional teams across the US when it came to monitoring and pinning content for hashtag challenges on the backend. Imagine spending hours watching TikTok as part of your job! As the demand for our product grew, we had to expand operationally. We had thousands of inbound requests from small and medium businesses wanting to advertise in the US and Canada, and I had the responsibility of ensuring their advertising needs were heard and not overlooked.

**Throughout my TikTok internship, I worked with cross-functional teams across the globe and handled a myriad of responsibilities including payments and contracts for influencers and even hiring interns for our account management team in New York! Our team grew at an insane rate and our headcount tripled in the 8 months I joined.**

After my TikTok stint, I joined another start-up, StaffAny, where I honed my content marketing skills. What I'd learnt in Consumer Behaviour came in handy when I was exposed to the technicalities of marketing. Did you know that there are best practices in terms of ratios for a landing page? Your hero image should only take up 80% of the screen to prompt viewers to keep scrolling! Interesting, right?

NUS has given me many such wonderful learning opportunities - both in- and outside-class. I can't wait to share my knowledge with others, and learn more as I strap up my boots and take on my next less-traveled road.



### **About Esabel Lee . . .**

A Marketing major, Esabel loves exploring the intricacies of design, human behaviour, consumerism and how it intertwines with everyday life. In her free time, you can catch her with her nose behind a book or daydreaming about the next time she can catch a Broadway show again.

**Here's what Esabel wants NUS Business students to know** - What I've learnt in NUS Business School has equipped me to tackle the oncoming battle of the corporate world. To all of you who are reading this, I know that feeling of apprehension tinged with a measure of doubt. But fret not - you are in good hands! 😊

# Banker to Policewoman, All Rolled into One

By Nicco Parikh

Ever since I was young, I had been asking myself what I wanted to do when I grew up. It was a constant debate between being a banker, a lawyer, a chef, an interior designer, a doctor, a policewoman, and the like. I love doing everything and I just couldn't just pin-point one.

When I started pursuing marketing, I realised that I am at the forefront of many socio-political-economical issues and had the power to effect change and help those around me. Being a marketer allows me to use both my intellect and creativity widely, at the same time keeping myself abreast of the latest trends.

Taking the **SERVICES MARKETING** module further honed my passion as I finally felt that I can be everything I always wanted to be - by just being in the services marketing scene. My professor for this module was Professor Lilian Ho and she gave me so much insights into what marketing is, and what marketing can be.



## What's it about?

Services Marketing isn't just about promoting products to the consumers for the company. It is far deeper than that - Service Marketing very well involves the relationships between the service, the service provider and the consumer of the service. In Services Marketing, we look beyond the 4Ps of marketing, and build upon the staff and the environment as well.

Marketing a service is not like marketing a product in the sense that people cannot see or feel the service. Because of its intangibility, it is imperative that trust is cultivated among customers for the service furnished. As such, service marketers have to take into consideration many factors that enhance trust including training and competency of the staff, financials of the marketing campaign, safety measures, atmospherics and even scents especially in an offline setting. As a result, I am able to be the interior designer, teacher, banker, policewoman that I had always wanted to be!



## Why services?

With up and rising trends on customisation and personalisation, the role of a service marketer has never been more important. It's no secret a company's success lies in the hands of its customers and how they are served. **Good service engenders increased customer loyalty, higher revenue, and lower costs; allowing service marketers to play an integral role in the company.** Furthermore, as Singapore continues focusing on the services industry, I believe that I have the necessary theoretical knowledge and concepts to play a critical role in helping companies progress further.

## What I learnt

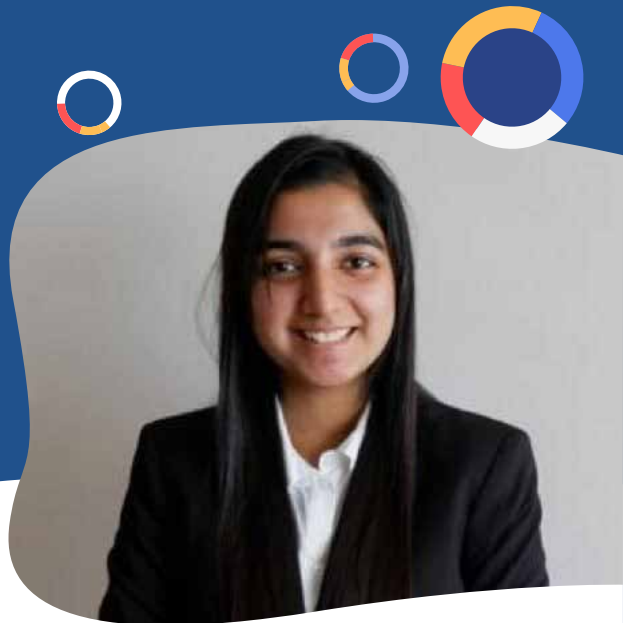
In the module, I learnt more about how people behave, what they need and want, as well as how the company itself behaves, needs and wants. The mesh between psychological aspects and business marketing aspects piques my interest greatly and really allows me to have a better understanding of how to market both a service and a product better. The module taught us about managing the service environment, crafting interesting marketing strategies, and measuring the quality and success of the strategy. I absolutely enjoyed it. Whatever I had learnt in this module can also be incorporated in my other marketing modules, and in my daily life as well!

## About Nicco Parikh . . .

I specialise in Marketing with Real Estate Finance as a double major. In the pursuit of striking a balance and staying productive, I find myself taking part in many co-curricular activities, internships, and part-time jobs to complement my academics. In School, we learn the theories but outside, we are able to apply these concepts and truly understand how they work better. I have taken up roles in various industries, expanding my horizon and expertise- as well as finding out which one suits me best. I realise, from my internships and job opportunities, that I just really want to spread joy and happiness, as well as make life simpler for people. Being a marketer will help me achieve that.



Every successful presentation has four pillars - People, Purpose, Preparation, and Passion. Many overlook the latter but I'm glad my friends and I go all the way to make our presentations memorable.



Besides the hard skills that I have taken away from the various internships I had been a part of, I think the most important takeaways are the soft skills. These are not something you learn from in school per se but more from experience. The grit, perseverance, and strength we get from the internship drove me to understand myself and those around me better, as well as truly become a better version of myself - someone I believe I can be proud of.

**Here's her advice to budding Marketing majors** - Do not stress yourself out over things that are beyond your control. Your results only get you to the next destination, but your attitude and what you choose to do from there gets you the rest of the way. Do what makes you happy and research more into it, manage your expectations and never give up!

Pro-tip: Networking and making friends is one of the most important takeaways in the university. These friends will be with you through thick and thin and having good relationships with people definitely goes a long way! :)





# Marrying Art with Science

By Lee Min Fay

Hey guys! My name is Min Fay and I'm a Marketing major. Today I want to share about one of the most fun modules I've ever had the privilege to take - **DIGITAL MARKETING**.

This module teaches us the importance of relevant marketing in a time where everybody consumes media 24/7 on-the-go via their phones and laptops. We learnt about the different types of advertisements we see online today and the elements of what make an effective ad. We also applied what we learnt through content creation.

Yes! We get to create social media content for companies we choose to work on. Isn't that exciting? **We also did "social listening" (monitoring a brand's social media channels) to understand what our target market was talking about, before we could go into making ad content. It was like eavesdropping without the guilt.**



## Relevance and creativity

I think what sets this module apart was how everything we learnt was extremely relevant, especially for those looking for a job in marketing. My friends and I walked away from the module with not only an understanding of the variety of digital advertising options available to us, but also how to optimize the use of them for effective marketing.

A plus point of this mod is how we have a free rein to design the digital ads for the brands we choose to work on, as long as they are relevant and creative. My team had a great time coming up with various sustainable environment and anti-animal-cruelty ads for a skincare and cosmetics brand. It was super fun because we can explore and make anything we wanted - creativity at its hilt as long as the ads can be justified according to the needs of the target audience and are financially sound. It's like having Michelangelo and Warren Buffet rolled into one.



## Challenge accepted

It's not all fun and play though. **This module is also memorable because it is challenging. We learnt how to scrape data from social media sites to conduct analyses, before we created our ads.** While we could do this manually or through programming, let's be realistic. With 5-6 modules each sem, nobody's got the time to manually copy and paste hundreds of tweets and Facebook posts into an excel sheet to analyse 😓

My team decided to try our hand at doing this through Python. Even though it was an arduous, ridiculously difficult process, the results turned out pretty amazing. Success always tastes sweeter after beating a challenge 😊



## Marketing and internship

As a Marketing major, I find Marketing in a Digital Age goes well together with Consumer Behaviour (CB is another amazing module by the way). They go together hand-in-hand, like chicken and egg. Understanding how consumer behaves affects how marketing is done. Marketing also affects how consumers may behave. An in-depth understanding of this goes a long way for someone who does marketing at the workplace.

And I find this to be so true. After I took Marketing in a Digital Age, I worked at Abbott as an Asia-Pacific Marketing intern. With the effects of COVID-19 still reeling, everything we did was online.

Abbott has many different avenues for marketing and the Digital Marketing mod was useful in helping me identify our target audience and tailor our messages to them. It helped me adjust to the steep learning curve as an Abbott intern.

I must also say something about NUS Marketing profs. Just as important module content is, so is the prof. I find my prof for Digital Marketing super nice and relaxed. He always makes himself available for consultation, and it feels like he always has the students' best interests at heart. And you know what? He places greater emphasis on making sure we learn something useful from taking the module, and creates an environment that is conducive to our learning.

Traveling with my B-School friends around Europe during our exchange and appreciate different cultures



## About Lee Min Fay . . .

Min Fay is a Marketing major who has interned at Abbott and the Singapore Aircargo Agents Association. She spent her exchange at HEC Paris where she enjoyed working with and learning about the cultures of people from different parts of the world.

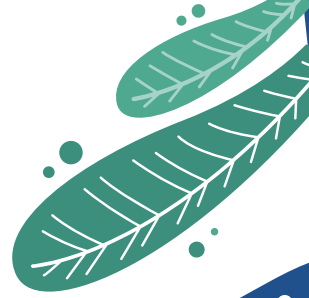
### What's one piece of advice that Min Fay would give?

For juniors out there, my best advice is to plan your academic life out strategically. The School provides us with a wealth of resources and opportunities to learn about things we're interested in. You can do anything you want do, learn anything you want to learn, but remember to plan ahead - balance your workload out over the 3-4 years you spend in NUS Business School, and don't forget to make some time for yourself too! Trust me, you'll thank yourself in your final year if you do so!



# Money Money Marketing

By Goh Jean Peng



As the hit ABBA song "Money Money Money" rings in my head, I remember fondly taking the module **WEALTH MANAGEMENT MARKETING**. Taught by an experienced marketer and successful banking veteran, this mod provides an inside look into the world of Wealth and Investment Management, and the unique role marketing plays in it.

Not only does this mod provide students like me with a structured understanding of the different marketing tools used, but we also **benefitted from the professor's personal experience where lessons are often peppered with relevant anecdotes for an unfiltered understanding of the industry. This is something that you cannot glean from textbooks, not matter how hard you study. It comes from the rich relevant working experience of the prof.**

For our main project, we had to develop a marketing plan for an actual firm in the wealth management space, giving us the opportunity to showcase what was taught over the semester. I thought this hands-on experience with a "live" case really brought me down to reality of how marketing truly works.



Our Wealth Management Marketing prof even has lunch with us while sharing her banking experiences.



## Learn from the experts

Beyond her teachings, this mod also featured numerous guest speakers from various backgrounds, such as technology or consumer banking, providing students with even more exposure to the working world. And these were possible because of her extensive network in the banking industry.

Overall, this mod provides a comprehensive yet realistic look at the workings of marketing in the financial industry. Unlike other Marketing mods that cut across industries, Wealth Management Marketing is specific to the financial industry, an industry that Singapore is well positioned in. And so **its content recognises nuances in this industry for insights that you cannot gather from textbooks. In fact, quite a number of students taking this mod are Finance majors who thought this Marketing module is very useful.** Isn't it great to see that marketing is very much used in the financial industry?

As a Marketing major, this mod is very much different from other mods as the professor is not an academician but her experiences and dedication to the class is highly valuable. What she teaches is not textbookish but so real. And on top of that, she does her best to keep her students engaged through sharing many real-life case studies, interesting projects and also invitation of notable guest speakers. If students want an inside look beyond the classroom, look no further. This is the module to be in.



### About Goh Jean Peng . . .

JP, as he is affectionately called, is an NUS Marketing alumni and represented NUS Business School in several international case competitions. He is now a Management Trainee (Marketing) in the Essilor Group under the Emerging Talent Program, a joint collaboration between the firm and the Economic Development Board (EDB) of Singapore. He has been staffed on many different go-to-market projects and marketing campaigns. Learning from the experiences of the prof and her guest speakers have no doubt provided him with valuable insights!

**Here's an advice from JP** - As the saying goes, "No man is an island", this will apply to your time here at NUS as well. I have personally learned a lot from the university's talented community of friends and teachers around me. Always take the time for feedback, collaboration and any opportunities to check your own biases. Don't be afraid to fail too! Sometimes the best way forward is learning from your past mistakes and getting the chance to act on them!





# Managing Product Experience for Customer Pleasure

By Lee Jia Pei

I took **PRODUCT EXPERIENCE MANAGEMENT** in my final year of studies. While the name may suggest product experience, it goes hand-in-hand with customer experience. Quoting one of Google's core tenets: "Focus on the user and all else will follow," a great product experience will help bring pleasure to customers. And with that, my professor got us to put on our design thinking hat to kickstart the module.

Design thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of people through the possibility of technology and the requirements for business success. To design a good product and experience, we first need to create the right thing before designing things right. Hence, the start of this approach involves **discovering the right problem and using research to uncover the pain points before developing a product to solve the need**. You may ask, "What does my customer want?" but as Henry Ford once said, "If I had asked my customers what they wanted, they would have said faster horses" and cars would not have been invented.



This module, I admit, is rather content-heavy. We are tasked to improve the NUS student's life journey for our final project. Within three weeks, as part of a design sprint exercise, we ideated, designed and validated our idea, including conducting interviews and surveys, analysing them, mapping our customer journeys, wireframing and then developing the prototype. That sounds a lot, but that's how we kickstart the entire product development process in real life! Our team created a prototype that seeks to create a mentorship programme that enhances the NUS Business School's current Biz Career Services. It was heart-warming when we received favourable results validating our idea!

Beyond theory, we were exposed to various tools such as Orange, an analytics platform powered by Python, perfect for those who can't code, and Figma, a platform for us to create wireframes and actual prototypes. I appreciated my exposure in this module and the learnings I took away. This module, to me, felt like an introduction course to UX and UI (User Experience and User Interface) and sparked my interest in customer and product experience.

This brings me to my next point! My internship experience . . .

I interned at Firmenich where I applied the principles I learnt from Product Experience Management. I also interned at Deloitte Digital Consulting and was placed in a project to create a unified experience across various brands and multiple markets; basically trying to be "house of brands with branded house elements." Together with the Customer Experience team (CX), we interviewed potential users and created wireframes before passing them to the designers to make them look beautiful. We also performed card sorting to develop information architecture (how information is classified on a website) and conducted usability testing to see if our design and user flow is usable and intuitive enough for users.



Do you know that Yuzu and Ginger were the flavours of the year 2021 and Botanical is the flavour of the year 2022? Flavours of the year match the year's colour, and the colour for 2022 is Periwinkle. See those products behind? This is taken with my fellow intern friend during my time at Firmenich. I was allowed to ideate and launch a product! It was one of my internship highlights.



### About Lee Jia Pei . . .

I have a strong passion for the FMCG industry but ended up in internships that serve these companies instead. Besides Deloitte Digital Consulting, I have interned at Firmenich, Cargill and Nielsen, which forced me to think from the customer point of view when selling products to various FMCG firms. After I graduate, I will be entering the consulting industry and aspire to be a Consumer Product Goods guru (HAHA)... When I am not studying or interning, I home tutor, play with cats, and bake.

P.S. The pic shows me at Yonsei University. I got lucky and was able to travel there for winter school during the 2021 winter break.

P.S.S. That was my first and last time on Yonsei campus! HAHA!

### What advice would I give to my juniors . . .

Be a sponge! Everywhere you go - classes, internships etc. Learn from them and be willing to share. After all, sharing is caring! Don't be afraid to fail but learn fast, adapt even quicker! Don't fear failures; we are still in a very safe environment, do it while you can!

If you ever do a Design Your Own Module (DYOM) on edX, please please please make full use of it! Do not take random modules just because it is "easy to pass." Be strategic! Choose the modules that will value add to your CV, such as "Business Strategy from Wharton: Competitive Advantage". They were pretty expensive, but with the subsidy from the School, it is so worth it! Also, take the opportunity to explore topics or concepts you are interested in!

# Bridging Products and Consumers through Analytics

By Hew Qian Yu

I took **MARKETING ANALYTICS** in my final year of studies. In a nutshell, the module serves as a comprehensive course to understand the fast-moving consumer goods (FMCG) industry and develop the necessary analytical skills to be an outstanding brand management professional.

The mod not only teaches students about core marketing concepts such as the importance of brand positioning and brand equity, **it is also an eye-opener about how a brand can tap on important partnerships (e.g. retail stores, advertising agencies etc.) and tools (e.g. advertisement themes, sales analytics etc.) to develop a stronger connection with consumers and achieve business success.**

Some topics covered include retail analytics, category management and advertising analytics – just to name a few of my all-time favourites! I find these topics especially impactful because they make me realise that a successful marketer does not necessarily equate to someone who is able pitch the most creative ideas, a perception that many students may have.

Rather, **a good marketer takes on the role of a sturdy bridge between products and consumers, making sure that both parties are always willing and able to reach out to one another in a meaningful relationship.** This process takes not only a creative mindset, but a strategic and logical one as well.



## Learning from the pro

Other than the solid course outline, I find my Marketing Analytics prof to be absolutely fantastic. He specialises in consumer research and has industry experience at Unilever, one of the largest FMCGs in the world, and Nielsen, a data management firm. As such, he is able to share with us relevant best practices in analysing consumer data from both quantitative and qualitative angles.

It is also especially interesting to learn from his personal recounts back in the days where he worked at Unilever and Nielsen. As we all know, tapping on stories is a terrific way to build a connection, right? 😊





## Wait, there's more . . .

What is even more amazing is my prof even created his own analytics platform as part of the module! Awesome, right? Students are assigned to groups of 6 to be a manufacturer or retailer as part of our group simulation project. This is the best part of the module because it is where students actually take on the role as brand managers or category managers of the fictitious brands/products listed on the platform. We use tools such as pricing that are embedded in the platform to make decisions that will impact market share and profit margin. I always believe that the best

way to learn is by applying it yourself, and this exercise affirmed that.

Besides having such interesting and useful Marketing modules, I find that case projects, a common feature in Marketing mods, to be extremely useful. These case practices hone my problem-solving skills which enable me to excel at my internships. I strongly advise students to choose an internship that is challenging and allows you to grow even more!

## Interested in branding?

If you are a brand enthusiast (just like me!), I highly recommend these two mods - Product and Brand Management and The Business of Happiness - besides Marketing Analytics of course. I think these mods actively encourage students to empathise with consumers and develop deep understanding of their habits and desires, which I believe are key ingredients in learning how to build a successful brand.

← I used what I learnt in Marketing when I represented NUS Business School in international case competitions like this one in Thailand.



## About Hew Qian Yu . . .

Qian Yu chose to be a Marketing major because she's highly passionate about innovation and serving the community. Marketing gives her the best of both worlds - Design (Brand Building) and Interaction (Shopper Marketing)! Currently, Qian Yu is a Regional Assistant Brand Manager at Procter & Gamble.



# Engaging and Interacting with Customers

By Muhammad Shafiq Munir



**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)** rewrites the way you perceive how customers engage with brands across all touchpoints along the customer journey. From understanding what it means to be a customer to the various touch points customers go through both physically and digitally - CRM enlightens students on the way businesses engage and interact. The module highlights and guides students on the key considerations customers make upon the first impression, and how as a marketer, you can leverage across the entire customer value chain.



## Exposure

Real-life projects? Definitely! Expect to apply concepts learnt onto actual companies, crafting hypothetical solutions to their unique set of problems. Start off with gathering information from actual customers of your selected corporate entities. Talk to customers, conduct field research and issue questionnaires - flexibility is entirely granted to you. Your degree of effort poured in determines the data you work with, consequently leading up to the quality of your solutions; just as actual marketers face. The level of exposure does not get any authentic than this.



## Relevance

CRM goes beyond just the classroom - the lessons and concepts are based on real-life companies and scenarios. It's not all about words and diagrams. CRM pushes students to apply what is taught onto everyday life - day-to-day interactions with brands we often overlook. If you're majoring in Marketing, this is definitely the module for you. The skills you pick up along the semester are definitely transferable if you're looking into venturing into the marketing/sales space. Businesses, big or small, need people who can understand and approach customers throughout all stages of their value

lifecycle. This module equips you with not only the skills but also know how to acquire, manage, retain and extend relationships with customers. What I appreciate most is the content being presented to students each week. CRM is erratic, and examples from current affairs being used for lecture case scenarios reflect this. You can be sure to leave the classroom with far more questions than answers - and this is a good thing. **The module makes you question the daily interactions customers have, how it's being conducted and what you can do to improve.**

CRM, like all marketing modules, requires students to undergo projects involving real-world problems. More impressively, this module grants you free reign over the approach of the project. We're left on our own to select companies of interest, areas of focus, research methodology and recommendations. **As prospective marketers, these assignments not only reinforce academic learning but shape work ethics, communication competency and problem-solving skills - mandatory soft skills required to excel in the working world but not necessarily taught in classrooms.** Regardless, it was definitely not an easy undertaking, requiring students to start from scratch especially in the area of marketing data collection and analysis. However, this was indeed a rewarding journey as students will feel that sense of pride in their efforts; reflected in their work, leading to quality recommendations at the end of the semester.



Be creative in your marketing strategies. My friends and I enjoy our Marketing modules. We study and play hard.

## Expectations?

Students taking CRM can expect to gain a deeper understanding of customers, their spending habits and consumption behaviours. This module pushes students to examine the rationale behind why companies/organisations do what they do in attempting to engage with customers; even if it might seem persuasive and irksome to the everyday consumer. Students learn strategies to gather information crucial to marketing problems, filtering out irrelevant data and prioritising areas that fits the needs of the scope of the project. They will tinker around with mapping entire customer journeys to identify bottlenecks and other shortcomings. These findings will be utilised to improve and streamline the organisation's customer engagement processes in the most personalised manner possible - this is where your creativity in recommendations shine!

In fact, the concepts learnt can be applied across the other modules you take throughout the rest of your academic journey as well as career. That's the beauty of CRM - its applicability is endless. I dare say almost all aspects of marketing, be it digital or physical, requires a degree of understanding and fostering meaningful, valued relationships with your customers. Creativity and strategy go hand-in-hand. This is what differentiates a great marketer from the good ones. The lessons you take away from this module will definitely continue on throughout your marketing career. These are the marketing fundamentals you'll definitely be building on later.

**Here's to the marketing professors too. They're approachable and readily make the time for consultations on any issues you may face during your academic journey. They definitely prioritise student's learning over everything else.** I appreciate that classes conducted are never a one-way communication relationship. It's this nurturing environment that moulds students into becoming better people. You are delivered quality education on top of an environment that fosters thinking and growth - the best of both worlds.





## About Muhammad Shafiq Munir . . .

A marketing major, Shafiq interned with MNCs like Allianz Global Corporate & Specialty. He undertook Enterprise 50's twelve-month project, consulting for fintech (M-DAQ) and sustainable-energy (OTTO Solutions) companies. He exchanged at Netherland's Rotterdam School of Management before undertaking NOC's New York year-long programme.

**Here's his advice to budding Marketing students -** Don't be afraid to try things, normalise failures - this applies to both school and life. It's perfectly fine to not know what you want but stay progressively curious. Understand the future directives of your intended career/industry without going with the flow. Focus on your interests/strengths rationally and ameliorate incrementally.

# Marketing Brings Out The Psych Expert in You!

By Russell Tan

Hi guys! My name is Russell and I specialise in Marketing! One of my most memorable marketing mods apart from Principles of Marketing which I took in Year 1 is **CONSUMER BEHAVIOUR**! It's one of the required modules for all Marketing students and you know what? I think it's awesome because it really teaches you about how we, as consumers, behave.



## Do you really know yourself?

You might think so but guess what? The Consumer Behaviour mod opened up my eyes and I discovered more about myself as a consumer. This mod is taught by different professors in different semesters. But knowing NUS, all our professors are fantastic.

In CB (no, not Circuit Breaker and no, not the other one either), I discovered about how consumers compare and evaluate brands, how they make decisions and how to conduct consumer research to yield insights for effective marketing decisions. You learn how to make surveys that don't annoy people. 🤔 Hah! You'll appreciate this takeaway when you have to do projects in your senior year.

These skills and knowledge are especially important as companies move towards a more digital post-COVID-19 environment. I'm glad I'm armed with most of these already, and still learning more.

## A "live" company case

When I took this CB module, I was lucky that my prof gave us a real-life company as our final project. We applied whatever was taught to create and pitch a marketing strategy to the company (exactly like a case competition with prizes and everything but you get a grade for it too 😊). We conducted market research and crafted our own questionnaires, analysed the results and presented these along with recommendations to the company. I thought it was really cool to be able to work with a company and work on a real problem for our final project and hear their comments.



Throughout the module, I learnt many things about how consumers think, and it was quite mind-blowing to realise all the stuff that go through (or bypass) our minds when we make **decisions as consumers**. These are very simple things that I would not have known if I hadn't taken this mod. So go for it to understand more about yourself and consumers!

I must say that my CB prof was knowledgeable and passionate. She designed the module in a blended-learning method that was clear and easy to follow. Before each class, we would watch short lecture videos and read up on an assigned case brief. During class, she goes through the video content, while one group makes a presentation regarding the case. The rest of the class then poses questions and the group has to defend themselves. I thought that this is very interesting as it's interactive and engaging. I really learned a lot from the groups that presented.

Of course, different professors have different teaching styles. No right or wrong here as long as we learn. One of my friends took CB under another professor and she saw tons of ads and how CB theories are used in them. She says whenever she walks around now, she's thinking "Hmmm . . . what psych theory is being applied here?" And that's what makes it exciting. CB brings our day-to-day living more alive.

## Internships, here I come

With CB under my belt, I daringly sought internship and landed not one, but two internships at LVMH and Coty.

At LVMH, as the Retail & Training Intern for Guerlain Travel Retail, I worked with the APAC team and got to meet and work with people from Hong Kong, China, Korea, Japan and even Australia. It was kind of a full-circle moment as I worked part-time as a promoter for Guerlain at Changi Airport before I started university. I think I had quite a unique experience as I was an intern when the COVID-19 pandemic was spreading throughout the world and demand for travel hit historic lows.

I got to work with the team on how to prepare the stores for reopening and come up with new procedures and testing mechanics to allow our customers to get the same Guerlain experience even as we adapt to the new normal. This was where understanding consumer behavior helped as I put myself in the shoes of a customer in a COVID-19 world and suggested changes that resonate with customers.

**Over at Coty, my other internship, I was tasked with running their retail store in Johor! Yes, a student working as an intern and running a shop outside Singapore. Can you imagine that? Awesome, right? But armed with what the marketing knowledge I've learnt in NUS, it gave me confidence that I can do it. And run it, I did.**





It takes a man's man to learn how to market cosmetics 😊  
This was taken during my internship at Coty.

It's quite stunning how understanding CB raises your psych antennae with a keener observation of how people shop. I became more sensitive in my observation of consumer trends. I began to automatically analyse people's purchasing patterns. For instance, I noticed that people were purchasing body care products only when we ran flat-pricing promotions. Ultimately, I was able to propose more effective promotions and guess what? Sales improved! It boosted my confidence and showed how all the marketing mods I took so far tie nicely as I really got to see how marketing works in the real world!

### Much to be thankful for

Just imagine - I've got these two internships, and that's before I entered Year 3. While I had hustled for these internships myself, my Marketing mods taught me so much to see me through internship success. Thank you!

### About Russell Tan . . .

Russell is a Marketing major. He has interned at LVMH and Coty. He spent his exchange programme in HEC Paris, enjoying his Starbucks and soaking in French culture.

### What mods do you recommend to Year 2 and Year 3 students?

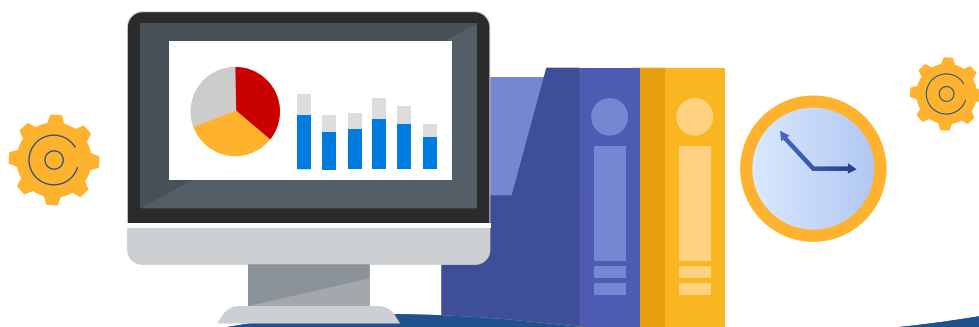
As a Marketing major, you have to take Marketing Strategy. That's another awesome mod. Then, I encourage you to take Consumer Behaviour with Marketing Venture Challenge and Marketing in a Digital Age. Consumer Behaviour pairs very nicely with Marketing in a Digital Age as it allows you to understand consumers and what goes behind successful digital efforts. Marketing Venture module allows you to think creatively outside the box and develop 5-minute elevator pitches. This was very useful as I definitely had to prepare short pitches during my internship!

P/S: Marketing Venture Challenge is CS/CU and during my time, taught by Google 😊



# Tips & Tricks on being a Marketing Major

- Consistency is key! Taking notes and revising new content weekly helps to keep your workload balanced out during the semester, and also reinforces your understanding of concepts along the way! Though it takes some discipline, I personally feel that this helps me to be more organised and less stressed during the exam period!
- Form project teams with the "zai" students so that you know you are in good company - people who are responsible and will deliver. So get to know as many of your peers from Day 1 so that when you are in Year 2 onwards, you know the "zai" from the "not-so-zai".
- Start group projects early, this gives you enough time to really get into the nitty-gritty details. Try to link individual/group project work to the concepts learned in class. This helps to show the professor your understanding of the course.
- Maintain good relationship with your profs cos you'll never know one day how they can help you! My professor who is also a mentor to me always gives me advice on what modules to take. We constantly talk about what I want to do and that gave her a better picture of what modules will help me move towards my goals. Occasionally, you might also get job opportunities if your prof finds you suitable for the job!
- Attain certificates (Google, AWS, Facebook) to get a better understanding of marketing products and how they can be used. Get exposure to the various types of Marketing modules (Analytics, Branding, Media) to get a holistic understanding of the industry, possibilities, and potential limitations.





- Planning out your modules is a low effort, high reward thing that I recommend people to do. A good way is to create an Excel sheet and fill in modules that you've taken so far, and also possible modules to take in future semesters. This way you can manage your workload better by making sure it's evenly spread out, and not make mistakes with mod preclusions etc.
- Plan ahead and have a general idea of what modules you would like to take over the course of your specialisation. For example, map out which modules you will be taking in each semester. As some modules are only offered in one semester of the year, having a general idea of what modules you will like to take will give you better flexibility in planning out a roadmap for yourself.
- Plan out your semester! Take note of important dates such as submissions deadlines, presentations and even exams, as this gives you an overview of what to expect in the coming weeks. This has been extremely useful for me in every semester as it helps me stay focused on what I need to do on a daily and weekly basis. Plus, it keeps me on track to accomplish my study goals!
- Look for modules that can synergize with each other. Many modules in Business School complement each other well in terms of building upon techniques or knowledge gained from each other, e.g. Marketing Analytics and Data Analytics. Even mods outside of Business School can synergize very well, such as Sociology (FASS) with Consumer Behaviour (Marketing). Often it's these cross-disciplinary synergies that not only help you out in class but also broaden your understanding of how the world works, grant you a deeper appreciation for what you are learning, and ultimately reap the biggest payoff.
- Talking to seniors, especially those with overlapping interests as yours, on modules they would recommend is definitely helpful so that you have a better understanding of the content covered. Let's say you are looking to explore brand management. A senior who is keen on pursuing brand management too is likely to be more worthy to ask relevant advice from, than a senior who is looking to explore a completely different field. Such discussions will also allow you to better assess for yourself if you think the module is something that interests you.

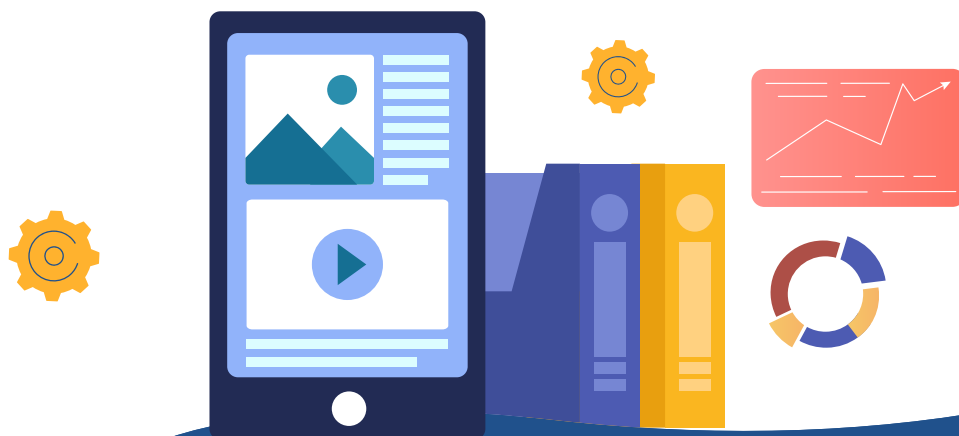


- Choose Marketing classes that overlap and have synergy with one another, such as if you are looking to explore brand management, classes such as Digital Marketing and Product & Brand Management could complement one another to enrich your understanding of the field.
- Always strive to clarify Marketing concepts when in doubt! Chances are, you will come across the same concept in another Marketing module. One way which I personally find helpful is to note down examples for these concepts. I also combine my notes across modules so that I have a Marketing concept bank where I can easily search up any theory that I have learnt in the past. Additionally, the concept bank is very useful for internships, especially those in the FMCG industries, where theories are often used to justify the Marketing strategies adopted.
- Look for ways to apply your knowledge outside of the classroom. Beyond internships, there are many other avenues to apply concepts learned in class in the real world. Case competitions are a risk-free, high-reward way to do so, while at the same time learning more about current real-world business problems. Taking on research projects for professors or even volunteering to provide pro-bono marketing services to non-profit organizations are other alternatives. Nothing will give you more assurance in yourself and what you've learned than applying your knowledge in work or competitive scenarios.
- Draw parallels between the real-world context and concepts taught in class. We come across many forms of marketing in our day-to-day life, so why not try looking at them from a Marketing perspective? Sometimes, relating them to what we learn can be very beneficial as it helps us understand how certain elements of marketing come to play, and may even help us to grasp concepts more quickly!



# Tips & Tricks on being a Marketing Internships

- Up your LinkedIn game - Make sure your LinkedIn is updated and effective in communicating your professional experience as well as your individual personality. Start to build your network as you go through your internship.
- Many companies prefer students with an internship experience that is relevant to the marketing role. As Year 1 and Year 2 students, this may be one of the biggest challenges during your internship search, with little to no prior experience. One way to gain experience is to apply for jobs under the NUS Student Work Scheme - there are a few marketing-related roles available offered by NUS departments, where you can work while schooling as the employers are understanding of your availability due to school commitments. Alternatively, there are CCAs such as MINT (Marketing Interactive Club) which allows you to gain industrial experience through working on project collaborations with big brands.
- When I first entered NUS, I didn't think Marketing was a viable career that could promise me a good income or future. But, I couldn't have been more wrong. I can't stress enough when I say how important internships and case competitions are. Even if you are a Year 1 student, just go for as many experiences as possible, even if you think there's no way you'll succeed. Every learning opportunity is a valuable teacher, whether it's being in a publicity camp subcomm, competing against seasoned Year 4s in case competitions or interning at a small start-up. You can never know when you will stumble across unexpected nuggets of wisdom that can help you make career decisions in the future!



- Before the interview, do your homework - develop a good understanding of the industry (e.g. FMCG), the job function (e.g. marketing, finance) as well as the company to assess whether you think the industry/organisation is a good fit for you. Such homework will boost your confidence during the interview. At the interview, show your understanding of the industry and its products to the interviewers. They are always interested to hear from a young undergrad's perspective. Hence, it is instructive to accumulate up-to-date knowledge on new product adoptions and operation trends in the industry that you are interested in, as well as the latest campaigns and products that the company you are interviewing for is promoting, and develop some personal thoughts on them beforehand. This is likely to come naturally if you are really passionate about the industry. Hence, finding your interest and making the effort to move beyond being a consumer and towards being a management trainee is important.
- Capitalize on every chance to gain exposure in your area of interest. You can plan ahead by checking the job descriptions of your ideal roles and take note of the specific personal qualities and skills that companies are looking for. Then keep an eye for related opportunities to break out from the "no experience no offer, no offer no experience" vicious cycle. Even if it's a small project, you should stress on the traits you have and your learnings that match with the job description. Personally, I am very thankful to have the chance to work as a marketing intern at a Korean company in my favourite media and entertainment industry. Although the marketing of media products can be different from the marketing of physical products that we learned in School, my knowledge and related experience in managing fan accounts and subtitling Korean contents helped me to be comfortable in talking about this industry. Hence, your personal knowledge, related experience and passion in the industry will help you have a deep and meaningful chat with the employer, thus giving you an excellent chance of securing an internship.
- Some internships or full-time positions require relevant experience. But if you have no or very limited work experience, then class projects come in handy. Discuss how your projects are related to the internship position. So do well in your class projects. They may help you land the internship.
- Be willing to put in the hours of hard work. Be early at the office and leave after your boss. This way, you have maximum time spent learning from your boss and colleagues. Do the administrative stuff before your colleagues arrive so you have more time to join them for meetings and get to know them better.

- Socialize with your colleagues. Many people underestimate the importance of building a good working and personal relationship with your co-workers. It is absolutely key if you want to be converted as a full-timer because they don't just want someone who works hard but someone who fits with the team and understands the social dynamics of the company.
- One of my internship mentors used the analogy of equating work life to a rubber ball, and personal life like a glass ball. Your whole life is always about juggling these two balls at one moment, but it is good to remember that even if the rubber ball falls, it can still bounce back up. But if the glass ball falls, it shatters beyond repair. Always have to balance work and life even during internships - it is natural to feel like you have to work until you burn out at times but it is not healthy in the long run - one can't go on working forever, they'll eventually burn out.
- After you have secured an internship and get your hands on exciting real-life projects, a key step to do well is to be proactive. Don't stop at tasks you are assigned to do but always think actively and find ways to value add to the organisation from an intern's fresh perspective. You are there to learn.
- Always set goals for yourself before the start of the internship and be clear of what you would like to achieve at the end of it. This will give you a clearer idea of what you can engage with during your internship, what skills you want to pick up etc so that you can guarantee a meaningful internship experience for yourself!
- Try everything that interest you! NUS opens so many doors for you, and as long as a particular industry or role interest you, you should just apply and see if the job is a good fit for you! Go out there and meet more people, you'll never know, the person might be your future boss!
- One takeaway from my line manager from interning in a FMCG firm is when things are fast-moving, capture the management's focus by presenting your recommendation for the business in a one-liner pitch to convey the impact delivered, before listing down all the details of the recommendation. Avoid listing all the details of the recommendation first, before proposing the recommendation. This is to intrigue the management's interest especially when so many things are going on at one time.



### **From Marketing Department . . .**

Hope these tips and tricks from your seniors are useful.  
Watch out for this page as more opinions are given.

