Marketing Skills Presentation

Presented to DMAWEF Professor's Institute

January 5, 2011

Marketing Skills Presentation

- Why it's important
  - To you
  - To us

Overview of Results

- Starting Salary
  - Less Than $30,000   25.5%
  - $30-$45,000   68.1%
  - $45-$60,000   5.3%
  - $60-$75,000   1.1%
  - Above $75,000   0.0%

Overview of Results

- Salary After Five Years
  - Less Than $30,000   0.0%
  - $30-$45,000   29.9%
  - $45-$60,000   51.5%
  - $60-$75,000   14.4%
  - Above $75,000   4.1%

Skill Evaluations

- These were the most desired skills identified. (95%+ either Agreed or Strongly Agreed with the following:
  - Working well in groups   97.1%
  - Data Analysis   99.0%
  - Written Communication   100%
  - Oral Communication   95%
  - Communication of Ideas   96.1%
  - Ability to Multi Task   99.0%
  - Fluency in MS Word   96.1%

Skill Evaluations

- These are the second most desired skill sets. (90-94% either Agreed or Strongly Agreed with)
  - Integrate Office Productivity   94%
  - MS Excel   93.1%
  - Be A Self Starter   94.1%
  - Takes Initiative   94.1%
  - Problem Solver   94.1%

Skill Evaluations

- These are the third most desired skills identified. (80-89% either Agreed or Strongly Agreed with)
  - Be theoretically sound in marketing 81.8%
  - Be a life time learner   86.3%

Skill Evaluations

- These are the fourth most important skills. (60-69% either Agreed or Strongly Agreed with)
  - Multi Disciplinary   62.1%
  - Work in more than one functional area 68%
  - Have had an internship   61.8%
  - Networking Skills   69.3%
  - Social Networking Skills   60.0%

Skill Evaluations

- These are the fifth most important skills. (20-50% either Agreed or Strongly Agreed with)
  - Powerpoint   46.3%
  - MS Access   49.0%
  - Information Technology   33.4%
  - Personal Selling   30.4%
  - Web Implementation   27.8%

Skill Evaluations

- Web Design   21.6%
- Sales Promotion   36.3%
- Advertising   47.6%

Explanatory Notes

- The next slides will present information on areas where there were different perceptions within classifications.

- The lower the score the more favorably or more in agreement the respondents viewed the question.

Explanatory Notes

○ The term p-value refers to the probability that the association or result found could not happen by chance. i.e. a p-value of .07 means that we would expect this result solely by chance 7 times in 100.

How you differed

- **People who hire recent college graduates were more likely to value these skills than those who do not.**

- **Variable   p-value   Yes (71) No (31)**

- Sales Promotion   .03   2.64   3.00

- Life Time Learner .01   2.48   2.86

- Work in Groups   .10   1.33   1.53

How you differed

- **<u>Respondents who foresee hiring new marketing graduates in the next 12 months rated these categories higher in importance than those who do not.</u>**
- **P-value   Yes (56)   No (46)**
- More than one functional area
  - .05   2.07   2.40
- Multi disciplinary
  - .10   2.12   2.39
- Ability to multi task
  - .02   1.24   1.45

How you differed

- **<u>People who do not have hiring authority were more likely to value the ability to work in more than one discipline than those who do not.</u>**

	P-Value	Yes (71)	No (31)
	.062	2.36	2.06

How you differed

- **<u>Do you have Hiring Authority?</u>**
- **Variable   Yes (71)No (31)**
- More than one discipline
- .06   2.36   2.06

How you differed

- **<u>Respondents who have Direct Reports were more likely to value Web Implementation but less likely to value Database Administration.</u>**

- **P-value   Yes (67)   No (33)**
- Database Administration
-           .01   2.45   2.00
- Web Implementation
-           .10   2.67   2.95

How you differed

- **<u>Men were more likely to value these skills higher than women.</u>**

	P-Value	**Female (65)**	**Male (43)**
Database Administration	.02	2.56	2.17
Social Networking	.04	3.21	2.89
Web Design	.03	3.15	2.54

How you differed

- **<u>Women were more likely to value these skills higher than men.</u>**

	P-value	Females (65)	Males (43)
Information Technology	.00	1.40	1.81
Excel	.00	1.29	1.79
MS Word	.00	2.25	2.86
MS Access	.00	1.74	2.31
Powerpoint	.02	1.41	1.73
Marketing Research	.07	2.67	2.94

How you differed

- **<u>Education Level</u>**
  - High School   03
  - Some College   11
  - Associates Degree   03
  - Bachelor's Degree   67
  - Graduate Degree   18

Explanatory Notes

- Due to the number of categories of "Age" we ran an Analysis of Variance. The following items were found to vary significantly by groups. Due to the small cell size we do not believe that the results are to be taken too seriously.

How you differed

	P-Value
○ Verbal Communication Skills	.002
○ Problem Solver	.083
○ Marketing Research	.058
○ MS Word	.057