

MARKETING MANAGEMENT PODCAST

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S1: You can get a job in any industry automotive, health care, the food industry, everything that you can possibly think of. Logistics, supply chain. Every organization, nonprofits included, need marketers.

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S2: 98.7% at Chatt Tech where 98.7% of our students earn a career. On today's episode, we're going to look at the Marketing Management program career that's always in demand. We'll speak with the Associate Dean, a current student and a few instructors with real life hands on experience in the industry.

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S3: My name is Aubrey Eden's. I'm 31. I am a wife and mother, and I started my own business this year making handmade bags, purses, wallets, kitchen stuff like that. And now my stuff is actually in Main Mercantile in downtown Woodstock.

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S2: AUBREY, you're a triple threat. How do you handle life in school? What did Chatt Tech have that helped make that possible?

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S3: Well, there are a lot of programs and there are a lot of different campuses. So the fact that I can go in different locations, like I have one that's near my house, but also the Marietta one is convenient.

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S3: The fact that I can kind of go everywhere and it's very affordable. That was very helpful for me because college can get out of control.

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S2: It seems like a lot of business success in a short time. Why go back to school?

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S3: I decided to go back because, well, I've been in customer service and, you know, working with people pretty much.

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S1: Since I was out of high school, I didn't really have time to go to school before. And I've always wanted to finish my degree because I have a couple of credits from another college. And so I wanted to go back and finish, have that feeling of accomplishment for myself. And the fact that I can translate everything to my own business is, I mean, you can't put a price on it.

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S1: Specific example. We did a group project in one of my business classes last semester where we had to kind of do start to finish, kind of like a business plan, like we're presenting it to a bank. It was really helpful for me and figuring out exactly how I'm going to do my own.

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S2: Are your instructors considerate of the busy life of a student entrepreneur? You're not dealing with the real Mr. Hand, are you? You know. You don't who that is. You okay? You're not dealing with the real Dolores Umbridge, are you?

S1: They've all been really kind, helpful. I've been able to send emails and get a response very quickly and it's been really great, especially compared to my previous experience.

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S2: And who better to ask about the instructors than the Associate Dean of Marketing, Dr. Crystal Blalock.

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S1: The instructors who teach at Chattahoochee Tech in the Marketing Management program, they are well versed in their areas of expertise. They all have worked in different facets of marketing, whether in the corporate setting or in higher ed government agencies. They're extremely experienced and they bring that real world experience to the classroom to make the book information relative to what students can expect once they get into the industry and working. The instructors take time to work with the students to really identify what their strengths and weaknesses are. And once they do that, they can really hone in on the areas of marketing that the students can pursue and that they want to pursue in their area of expertise. That specialized attention is something that Chattahoochee prides itself on,

though sometimes a larger school just cannot provide. I think that for students who want to really have that specialized attention from the instructors who are very experienced in their areas and can help navigate students through their educational journey and also and how to acquire internships and other employment opportunities after graduation is fantastic. We do a very good job at that.

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S2: Thanks. Dr. Blalock, What might students expect to learn in this program?

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S1: Students in the Marketing Management program at Chattahoochee Tech can expect to learn a wide range of topics that's centered around the marketing industry. This program is fantastic in that it shows students a broad view of marketing of courses such as Principles of Marketing. But then it also makes it more unique for those who have specialized interests. For example, we have a technical certificates of credit in six different areas, and they range from e-commerce marketing for social media marketing to entrepreneurship, retail, merchandise management and all of these different areas help students identify what area of the marketing industry that they're interested in and then they can seek employment after graduation. Students learn how to develop advertisements, they create websites, they conduct consumer research. And if you look at any industry, think about the companies that you do business with from. Purchasing a car or purchasing a home or clothes or food. Advertising and marketing is everywhere.

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S2: Now let's find an instructor to tell us more about the depth of the program.

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S4: Hello, I'm John Troutman and I'm in the Marketing Management teaching team here. And I have been teaching online and hybrid for quite a while. In addition, most of my background is on the corporate business side in sales and marketing. Our Marketing Management program here is geared to help students start from scratch and get a basic understanding of marketing all the way up to taking marketing, management and professional selling courses. Obviously also including the latest technology with a social media marketing course. The program here gets the student ready to really be the best marketing person they could for their small business.

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S2: John What about students who aren't the best at classroom learning? How is the marketing management hands on experience in this program?

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S4: We want to make sure all students get a hands on approach to doing marketing. Marketing is not what you might have seen in TV and movies where an ad agency swishes in and shows some flashy screens they've created. It doesn't quite work that simply. The courses that we teach here will teach you how to create step by step, a marketing plan or a marketing communications plan.

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S2: PLAN. That's one of the four P's of marketing right? WAIT? There are seven PS now. Preposterous. Tough crowd. Dr. Blalock, tell us more about the hands on experience.

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S1: Well, for marketing. Hands on is very relevant because think about it. Everywhere we go and everywhere we spend our money and our time, these products and services, the companies want to have brand awareness. And a marketing degree from Chattahoochee Tech will allow a student to have that knowledge and that skillset to make them very reputable in the marketing industry. This is what companies look for in employees who can specialize in these areas. That's a huge key part of our program. It's not unique to a marketing program, but is unique in that our instructors have that real world experience that they can help students navigate and pivot through some of the challenges within the industry and come out very successful.

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S2: We have another instructor with us, Alexis Williams. How are your students getting a hands on marketing management experience?

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S3: We are on our phones. We are in our marketing plans and we are developing strategies. I know for this semester. I wanted to be really interactive and show where the information can be readily applied every day. So we're going to have small businesses come out and and decide which marketing plans work from the students ideas and perspectives. We're going to have Shark Tank for really out of the box ideas and saying like, Hey, does this work? You know, have you thought this through? You know, because marketing is is much more of a cerebral program where we're really inside of our heads creatively and structurally. We need a really great strategy. We need a really creative way to connect it to the audience so that we're going to have a lot of opportunities for that community and small business engagement where they see their ideas in action.

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S2: What's the marketing program all about? And in your opinion, how does it differ from a marketing degree at a four year school?

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S3: This program is all about marketing and the the layer of experience within that industry or within that concept. So we're going to go over principles, we're going to talk about professional selling, we're going to deal with retail and merchandising, we're going to deal with promotions, social media, marketing management, we're going to go over it all. Marketing has so many layers of advertising, promotion, branding and PR is so many ways to interact with it. So we're going to dive into all of that and each of the different classes available. I love technical communities because they teach you how to be a great employee and we're looking for jobs, we're looking for work, we're looking for the exchange of time and service and intellect and energy or resources like money and a marketing degree from a technical college really emphasizes your interaction with your job, with your community, where you want to work. I love four year degree communities, and I love that they focus on academia and theory. Then a lot of different ways of exploring it. Critically, Chattahoochee Tech allows you to think about it in a way of implementation and how to immediately use these skills to create the lifestyle and career that they're looking for.

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S2: Let's talk to another marketing management student. Tell us about yourself.

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S5: My name's Callie and I'm a full time dual enrollment student here at Chatt Tech. This is my fourth semester taking college classes, so I'm actually just finished up all of my core classes.

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S5: I decided to embark on this journey with learning marketing, and this is my first semester taking my marketing classes, so I'm very excited to learn about it.

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S2: So, Callie, why should a potential student choose Chatt Tech's marketing program instead of going to a four year school?

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S5: I think it comes down to that individual time is you get to connect with that professor one on one. You know a lot easier than you would being able to go up to a professor at a four year school. Because when I would go up to my professor at KSU, I mean, there was so many kids he had to attend to that I didn't feel like a priority. I didn't feel like he cared about my grade. But at Chatt Tech, I feel like they really do care and they want to be there for you. And they can share their own experiences. They're able to dissect it more and show you more of the concept and you get a better understanding of that real world marketing. One of my professors has worked with marketing his entire life, so, you know, I look up to him as a person. He's an awesome guy. I don't know. I just think it comes down to the professors at Chatt Tech using real world examples. As these real world marketing trends change and new things come, the experience at Chatt Tech keeps up with those things and you just get a better understanding of it.

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S2: Dr. Blalock, Describe a good candidate for this program, please.

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S1: A good candidate for this program is someone who is definitely creative and can think outside the box. But at the same time, this person needs to be a good problem solver. They need to be able to identify that an organization has a need to increase sales in their products or their service or both and identify, okay, we can use this strategy versus another strategy. They know how to analyze consumer research to determine the consumer behavior of a customer and move forward with helping that organization grow and flourish.

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S2: Thanks, Dr. Blalock. John, do you have anything else you want to add?

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S4: Students who might be interested in marketing are those who have maybe bought and sold things online for themselves, or is a small business. Students who have a hobby, they might want to turn into a business. Students who are helping with a family business are all folks who could benefit by jumping in it really any age. You know, we have students from all ages and backgrounds can jump in at any age and learn how to put together a marketing plan to make their things going on in their world come to real life. And so I have a student who might be looking to market their family business better. And so a series of marketing courses here will definitely help them in that role.

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S2: Now, what about the punk rock kids who grew up to hate corporate life? Can they find marketing jobs?

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S3: You can work everywhere with a marketing certification. You can work in a church or a library because marketing exposure is what's necessary for any business development. So you pick the industry. Preferrably, pick something that's fun and that's interesting to you, and your role will be introducing that product or service or company to the world with the best representation possible.

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S2: So more options than DoorDash, this feels overwhelming.

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S3: You have a lot of specific. Like I said, marketing is a really big field. So some classes are going to be centered on marketing management. We have a professional selling course, which really enhances your skills as a transactional seller and a business. How to connect to your clients or your customer. We're going to do social media and we're revamping it so that it's super relevant and can give you the concepts that you need to support social media development and to understand the business behind social media. We're going to talk about the basic principles just exposure. Maybe you are not sure what marketing is. Okay, so let's break it down into smaller bites and enjoy it piece by piece.

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S2: John What types of roles could a student land after completing this program?

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S4: Certainly students who leave this program and finish the program here are concerned about with what they can make out there in the marketing world. I would say that a couple of big areas that if you focus on, you will be able to succeed in marketing and make a decent salary out there. The concept of number one, social media marketing, if you can't do that, when you leave a program of any school level, it will be difficult to find a job. We have a great social media marketing course here and that will be a big part of somebody's marketing in the real world. Other areas would be sales related, where we talk about the concept of customer relationship marketing and that's a. Vital tool that if you don't know and understand CRM or customer relationship marketing, then you will have again a challenge. So I think what we provide here at Chattahoochee is the true world elements that people need, like CRM,

customer relationship management and social media marketing. That's what companies are looking for today, and that's what they'll pay the better salaries for.

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S2: CRM OMG LOL. I love acronyms. Any final thoughts or give me your elevator pitch?

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S4: I would say for people who are partially interested in this program that they're considering, it should think about the blend of things we get to do in this marketing program. I would call marketing part art and part science. So there's a lot of room for creativity. There's a lot of room for using the tools that you're used to doing in terms of the Internet and the Web. And there's an opportunity for you to express yourself through these different marketing tools. I would say the biggest thing and I just tell classes this all the time, is that if you learn one thing out of my marketing course, I want you to learn how to market yourself to whatever goals you're looking for to succeed in life.

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S2: Dr. Blalock, the last word is yours. This elevator is close to the top.

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S1: Marketing is a great way to segway into a business career because you can get a job in any industry. Automotive, health care, the food industry, everything that you can possibly think of. Logistics, supply chain. Every organization, nonprofits included, need marketers. They need people who can help to sell their brand, understand who their true customer and consumer is. If that person is creative and they can think critically and they want to problem solve. I would say marketing is definitely the program for you.

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S2: For more information about the Marketing Management program at Chattahoochee Technical College, visit [Chattahoochee Tech Edu](http://ChattahoocheeTech.edu). Thanks for listening to 98 seven Chatt Tech where 98.7% of our students earn a career.