

BA 475: Advanced Marketing

Skills/projects/training that you can discuss in an interview or put on a resume:

Research skills:

- Experience conducting qualitative research
 - Created research objectives and research questions to use in both a qualitative and a quantitative study
 - Conducted focus groups and/or IDIs
 - Analyzed qualitative data; identified themes to tell the story of the data
 - Prepared a comprehensive qualitative marketing research report
- Experience conducting quantitative research
 - Trained in avoiding measurement instrument error (including various biases in survey questions)
 - Trained in avoiding sampling error
 - Created relevant survey questions that were tied to research objectives
 - Used leading on-line survey software Qualtrics; ability to work with on-line survey software
 - Analyzed quantitative data
 - Addressed research findings in a comprehensive marketing research report
- Experience with trend analysis and reports (secondary data collection)
 - Conducted research on future innovations, trends, and developments
 - Compiled a report that synthesized various opinions related to the future of a specific industry and company
- Experience with observation research
 - Conducted observation analysis (i.e., mystery shop) in store or at service location
 - Compiled a report as a mystery shopper for a retail store/restaurant
 - Conducted observation analysis of a participant engaged in on-line search
- Experience with digital marketing analysis
 - Analyzed content marketing, including content on website and all social media sites
 - Evaluated a brand's story
 - Analyzed search terms and search results to make recommendation for better search engine optimization (SEO)

Creativity skills:

- Experience with creating a brand
 - Developed a new brand, including a name, logo, tag line, mission statement, areas of differentiation
 - Established a brand identity and personality

Strategy formulation skills:

- Experience evaluating a company's entire marketing strategy
 - Compiled findings from qualitative, quantitative, secondary data analysis, and digital marketing analysis
 - Prepared detailed recommendations supported by extensive data collection