



## Introduction

*Hey SMS'ers!*

Welcome to the fourth instalment of our 2020 monthly newsletters. We will be updating you on a successful event which took place this month, as well as an exciting mentoring opportunity. We're also thrilled to share an interview with our incredible IT director, and introduce an example of how marketing can be used for the greater good!

To stay updated on all of SMS' events, activities and opportunities, don't forget to like our [Facebook](#) page!

## Announcements (Upcoming Events)

### *SMS Mentoring Program*

Do you want to obtain long-lasting connections with experienced industry professionals and graduates, as well as gain insights into the knowledge and skills required to excel in the marketing world?

We are inviting ALL diligent USYD students with an interest in marketing to submit applications for SMS's annual Mentoring Program, which are open until 27th of August 11:59pm. To find out more, visit the Facebook event page [here](#).

Good luck with your applications!



## Recap of Previous Events

### *SUBS x SMS Presents: Marketing for the Greater Good*

SMS collaborated with SUBS to present 'Marketing for the Greater Good'. This online panel event conducted on Zoom offered invaluable insights as to how

we, as marketing students, can use our skills to address injustices and effect positive social change.

Panelists shared insights with students on:

- How marketing students can enter their careers with the purpose of going beyond the roles of traditional marketers to maximise their positive impact on society
- How marketing has traditionally been used for good; i.e. marketing conducted by charitable and not-for-profit organisations
- How private sector companies are increasingly using their brands for a social purpose

We would like to extend our gratitude to the valuable representatives - Phil Wisniewski (Westpac), Michelle Sonleitner (Reckitt Benckiser), Shannon Fleming (UNICEF) and Jessica Arvela (Project Everest), for taking the time to share their insights on how we can get involved in these important causes. Thank you to all our members who attended as well, and we hope it was a valuable experience for everyone.



## Marketing Microcosm

In this month's focus on USYD's marketing community, the IT Director of SMS, Christian Fernandez, has given us insight on how his portfolio is able to enhance SMS, how university and SMS has prepared him for the real world of "marketing" and the importance of creativity in a technology-driven world.



*1. As IT director, what is your vision for the IT portfolio and SMS in general?*

As IT director, it was my goal was to increase the contribution that my portfolio had to the society. Often IT was relegated to only maintaining the society website, which I felt wasted the talent and potential of my subcommittee. I wanted

my subcommittee to not only have more of an impact by having consistent tasks to perform, but also feel as if they got something valuable out of being in SMS. I wanted to create an environment that would give my subcommittee the skills, confidence and creative freedom to pursue initiatives they were passionate about. And I'm happy to report that they have been successful in greatly improving the experience of our members, by posting blogs every week, revising our website and working together to launch our Tik-Tok.

*2. What experiences have you had in the marketing industry and what are some valuable lessons you have learnt from them?*

After observing my experiences from marketing units, it became evident that technology would transform the way we look at marketing. Given how much time consumers are now spending online, the data being generated from the sites being visited have become incredibly valuable in predicting consumer behaviour. With advancements in AI, many interactions with customers are now becoming automated - with this in mind, where does it leave marketers? One thing that AI cannot do is exercise creativity - whether its interpreting results, developing strategies or building brands we all relate to. Rather than taking over our jobs, its clear that technology allows marketers to pursue more value adding tasks - so for now, we're here to stay.

*3. If you could go back to the beginning of university, what advice would you give to your first year self?*

Definitely you miss all the shots you don't take - there were so many opportunities in first year that I just did not take. Whether it be going to society social events or something as simple as getting to know the person next to you, building your personal network is something that is just so important. And your first year is the most ideal time to do so since everyone else is just like you and getting to know how university works. Don't make excuses like "Oh I'm not going to enjoy that event" or "It's going to be really awkward", because you won't know unless you actually go. Meeting people at this stage in university could form lifelong friendships or open doors to opportunities in the future.

## **A Marketing Initiative to Read About...**

### *Save the Bees!*

Furthering the discussion on how we can use marketing for positive social change, Bega has launched a new campaign aiming to raise awareness on the threats challenging the survival of "Australia's hardest workers" - bees.

Partnering with communications agency Thinkerbell, Bega has unveiled its 'Purple Hive Project'. This initiative aims to address the threat posed by the deadly "Varroa destructor" mite, which has decimated bee populations within its reach (all continents except Australia). Through the sales of its 'B Honey' range in signature purple packaging, Bega is funding a revolutionary beekeeping technique; beekeepers will use 3D-printed purple hive monitors, equipped with AI scanning technology to detect mites on individual bees entering and exiting the hive, allowing affected hives to be quarantined early on.

As bees are crucial to the success of not only the honey industry, but all agricultural sectors and to our ecosystems, this campaign has the potential to create a positive impact across industries, across Australia - an admirable demonstration of how marketing can be used as a tool to shape a better world.

Watch the campaign launch video [here](#).



Sydney Marketing Society  
University of Sydney  
[marketing@smsusyd.org](mailto:marketing@smsusyd.org)



This email was sent to {{ contact.EMAIL }}  
You received this email because you are registered with Sydney Marketing Society

[Unsubscribe here](#)

© 2020 Sydney Marketing Society