



Introduction

Hey SMS'ers!

Welcome to our third and last instalment of SMS' monthly newsletters for Semester 1 of 2020. We will be updating you on our successful event which took place last month, as well as an upcoming event during the holidays.

To stay updated on all of SMS' events, activities and opportunities, don't forget to like our **Facebook** page!

Announcements

SUBS x SMS Presents: Marketing for the Greater Good

Marketing strategies look at how we can influence consumers, but how can we make consumers change their behaviour for good? SUBS is partnering with the Sydney Marketing Society to explore the ways that Marketing can be used for the greater good. Follow our **Facebook** page to stay updated on this event.



Recap of Previous Events

SMS x MecoSoc Present: All About Media, Advertising and PR

SMS collaborated with MecoSoc to present 'All about Media, Advertising and PR'. This online panel event conducted on Zoom provided enlightening industry knowledge covering a breadth of topics, including:

- ✓The unique and interrelated skills that differentiate and bond marketing and PR.
- ✓Hearing panellists share their experiences in the field and agency life, illuminating the process of dealing with project briefs.
- ✓Practical examples of how students can prepare themselves for an industry role.
- ✓How innovative technology is changing the industry and what new

opportunities it is providing.

We would like to extend our gratitude to the valuable representatives - Liz Mckenzie, Michael Eaton, Tom Willson, Kaga Bryan, Luke Chan and Sean Larkin - from Canva, GroupM, MediaCom, Publicis Media, Spark Foundry and 303 MullenLowe for taking the time to share their insights into media, advertising and PR. Thank you to all our members who got involved as well, and we hope it was a valuable experience for everyone.



Marketing Microcosm

In this month's focus on USYD's marketing community, Seraphina Buay, president of SMS in 2019, has given us insights on how she believes university has prepared her for the real world of "marketing". Seraphina is currently a Digital and Marketing Graduate for Westpac and has been working there for the last 6 months. She also has experience in marketing research through her role at Kantar and sales experience via her internship at Uber.



1. How do you think your study of USYD's marketing units has prepared you for your role/s within the real world of marketing?

This is going to be an unpopular opinion but I think the soft skills I learnt at uni such as doing group projects, presenting, working to tight deadlines and being systematic and organised with your time were the most valuable things I got out of studying at uni. At the end of the day, your success in the workplace and in your career more broadly will largely depend on how efficiently you can deliver on projects, how easily you can manage a range of stakeholders and personalities and if you can communicate and present your ideas clearly.

With regards to the content that we were taught in traditional marketing subjects, I found the group projects with real-life marketing briefs a useful exercise, as you really get to put yourself in the shoes of the marketer (and by extension, the customer) when it comes to executing on a campaign. At the end of the day though, it's important to learn to question perspectives with your own lens, to think outside the box and to constantly try to pre-empt customer behaviors.

2. What relevant skills did you learn as a member of SMS that have been useful in your marketing career?

I felt like being part of SMS was almost as important as my uni studies itself in terms of how much I learnt! As I was in the Careers and Sponsorships portfolio, SMS was absolutely integral in developing my soft skills in external communication, pitching and stakeholder management. Internally, my time as President especially allowed me to develop my skills in project management (in terms of executing our various events, collaborations and sponsorships throughout the year) as well as managing and leading the broader SMS team. Attending our events was also incredibly valuable in terms of learning about marketing's different applications beyond standard branding and advertising, especially as a final year student.

3. Reflecting on your time as a USYD student, what advice would you give as a result of both successful and less successful experiences?

This is definitely very common advice but I would say just be yourself. Think about what your interests and talents are, what you are passionate about, and what you want to learn before starting the process of looking for jobs. Only apply for roles you know you will be passionate about (as opposed to applying for things because it sounds good on paper) and during the interview, try and show as much of who you are as a person as you can. Sell the parts of you beyond what subjects you do at uni. At the end of the day, this will be what sets you apart from thousands of others in the same position as you!

A Marketing Initiative to Read About...

'For Once, Don't Do It' - Empowering or Exploitative?

In the wake of the recent events around the Black Lives Matter movement, many brands - Lush, Ben & Jerry's and Nike being a few - have taken to addressing the issue through statements, advertisements, campaigns and the like.

In a new anti-racism advertisement, Nike has turned its famous slogan, 'Just Do It', on its head. The simple, minute-long ad consisting of statements such as "Don't think you can't be part of the change" against a black background urges people to take action. Their message is ultimately encapsulated in a powerful five words - 'For Once, Don't Do It'.

The initiative has been met with mixed responses. In a 2020 Ace Metrix study, it was found that Nike's ad was viewed as 98% more empowering than all other advertisements. However, while the message being sent by the company is one that resonated with people, consumers were aware of its potential exploitative nature. Consumer concern over brands taking advantage of situations such as the Black Lives Matter movement have been widespread, and hence it is critical for companies to address societal issues in an authentic manner - especially in a time where consumers are demanding that brands put people before profits.

Watch Nike's initiative [here](#).



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