00;00;03;29 - 00;00;29;11
Series Intro/Outro
Welcome to Career IQ, a podcast series focused on helping students navigate the beginning and early stages of their business careers. Your host, John Quinn, is a senior lecturer and director of the Consumer Packaged Goods in Motion Program at the Fisher College of Business at the Ohio State University. In each episode, we dive into a topic facing young professionals and today's ever changing business environment.

00;00;29;22 - 00;00;39;08
Series Intro/Outro
While John may not be an expert in all those areas, his academic and corporate partner guests certainly are. That being said, let's dive into our topic for today and meet this episode's guest.

00;00;40;28 - 00;01;05;10
Jon Quinn
Not all students know exactly what they want to do when they start college. I know I didn't. I changed my major two times. Three times? If you ask my parents. I don't count the last one because the first two were pre-med and computer programing. But the last switch was within the business school. This episode is the first of a sort of sub series of career IQ where we dive into different disciplines offered in business schools and we're going to start off with the one that is near and dear to my heart.

00;01;05;11 - 00;01;25;08
Jon Quinn
Marketing. Today's guests are Kari Schaefer, the brand director at the Scotts Miracle-Gro Company headquartered in Marysville, Ohio, just outside of Columbus. And Claire Adams, senior lecturer in marketing here at the Fisher College of Business. Welcome and thank you for being our guests to career IQ. Carey, please introduce yourself and tell our listeners a little bit about Scotts and your current role there.

00;01;26;15 - 00;01;50;20
Carrie Schaefer
Hey, John, thanks for having me on the show. My name's Keri Schaefer. I'm a brand director at Scotts Miracle-Gro Company here in Columbus, Ohio. I'm also an alumni of Ohio State undergrad. So glad to be back here on campus talking to you. I I've been in the marketing world for about 15 years specifically and the brand management track.

00;01;50;20 - 00;02;16;15
Carrie Schaefer
And so spent my career working on various brands that you may have heard about everything from Febreeze to Similac infant formula, and now most recently at Scotts Miracle-Gro on the Scotts Miracle-Gro and

Aerogarden Brands. And so I really enjoy marketing. Absolutely. Recruitment at Scotts love, giving back to the university and hear what's going on both with students in the curriculum and how I can help coach and mentor folks into the marketing careers.

00;02;17;22 - 00;02;19;12
Jon Quinn
Great. And how about you, Clare?

00;02;20;03 - 00;02;45;20
Claire Adams
Well, thank you for having me as well. I am a senior lecturer here at Ohio State. I teach the principles and foundations of marketing courses as as well as digital and our marketing capstone projects class as well. Prior to teaching at Ohio State, I actually worked with Carey. We were at Abbott together and before that I was at Scotts Miracle-Gro coincidentally, and I did my graduate work here at Ohio State.

00;02;46;20 - 00;03;04;28
Jon Quinn
Awesome. So Carey and Clare are joining us here at Career HQ today to discuss career paths and the field of marketing carrying Clare. It sounds like an indie folk duo that maybe would open for somebody like Boygenius anyways. Clare How would you broadly defined marketing as as a discipline? What do marketers actually do?

00;03;05;10 - 00;03;28;25
Claire Adams
You know, I start all of my classes with this, especially my introductory classes, and when I think of marketers, I had a colleague once tell me that to be a marketer you need to be analytical, strategic and creative. And so we utilize both our left and right sides of our brains. And so what we do is we work to create products and services that deliver value for consumers.

00;03;29;00 - 00;03;56;01
Claire Adams
And and so that comes to life in many different ways. So there's lots of different professions within marketing, everything from sales to brand management. Like Kari and I were in to advertising, which John you can comment on as well. And so there's lots of different paths you can take. And each of those paths kind of plus up either the analytical, creative or strategic side, but you're kind of enhancing all of those skillsets.

00;03;56;23 - 00;04;14;18
Jon Quinn
That's what really attracted to me at first. I love that left brain right brain thing because I did my MBA. Carnegie Mellon is very

analytical school, but I still like working with creative folks and directing them. I'm not that creative myself, but I get to work with creative people and be able to manage the creative process to a degree.

00;04;16;04 - 00;04;18;22
Jon Quinn
So Kerry, how would you like to add to that?

00;04;19;18 - 00;04;45;27
Carrie Schaefer
You know, I'd just say, John, building on that, you know, I really I really think I always say marketing is a mix of art and science, and I think that's what's so magical about it, right? For me, when I was younger and, you know, even in high school and early years in college, I really liked subjects where I can have the right answer, you know, things like mathematics or maybe analyst analysis, statistics, science.

00;04;45;28 - 00;05;04;14
Carrie Schaefer
But there are some for me, some of that lack some creativity into what I think marketing allows you to do is to come up with really interesting and new ways of doing things, new ideas. But the magic is you still have data to help you figure out just exactly where the path to go is. And so I think that's that right brain left brain art and science.

00;05;04;23 - 00;05;07;27
Carrie Schaefer
Do you enjoy using both sides? I think Mark Me is a great profession.

00;05;08;18 - 00;05;11;17
Jon Quinn
I always get confused Which one is the creative side, left brain or right? Brain.

00;05;11;17 - 00;05;11;27
Claire Adams
Right.

00;05;12;07 - 00;05;39;22
Jon Quinn
Okay. All right. So the right brains creative. So left brain is analytical. It's it is my opinion that over the past ten years or so, the left brain is winning out and marketing is becoming more and more data driven. I actually had a conversation with a friend of a friend over happy hour and apps and when when I was introduced to her as a professor at Ohio State and Marketing said, Oh, marketing is so creative and I'm like, When I hear that, I'm like, Oh yeah, most of it

really isn't.

00;05;39;22 - 00;06;01;11
Jon Quinn
It's really more, you know, project management, PNL Management Analytics and Creative P still has a role, but it's not quite the overall as big as it used to be. In fact, the very next day I had a guest speaker from Amazon come to our class and it man unprompted mentioned that creativity is not quite as important as it used to be because we're so highly targeted.

00;06;01;21 - 00;06;06;01
Jon Quinn
What do you think about that? Claire You want to take that first?

00;06;06;01 - 00;06;28;00
Claire Adams
Yeah. I mean, I would say I say the same thing to my sense when they come into the class, they think we're going to talk all about advertising the whole time. And when we end the class, they, they always say, Oh, I had no idea that marketing included everything that you told us about. You know, I really don't get into the creative pieces of marketing until the end of the semester.

00;06;28;00 - 00;06;55;13
Claire Adams
So we spend a lot of time upfront talking through business objectives and how do those tie to our marketing objectives and ultimately to our strategies. And then eventually in the semester, we get to those tactics which are much more creative in nature. So, you know, marketing is exciting and fun and putting out fires and figuring out solutions and puzzles and problem solving I think is what drew me to in marketing and made it, you know, really fun.

00;06;55;19 - 00;07;13;06
Claire Adams
I think about some of the projects I worked on and data fueled those projects. You know, when I was able to present something and substantiate it with data, whether that was primary research or secondary research, I was able to really articulate what we should do and what that path looks like moving forward because of that data.

00;07;13;19 - 00;07;33;24
Jon Quinn
Yeah, very good point. I do the same thing when I structure my classes is if it's an intro to marketing class, we don't get to advertising or marketing communications till like week 11 or 12 out of 15 right? Keri Carrying clear, you both have kind of spent most of your careers in brand management. I spent a good part of my career in brand management, but I also was on the agency side for a while, especially

early in my career.

00;07;35;10 - 00;07;42;27
Jon Quinn
What are some of the different types of roles in marketing and the different type of marketers that you've worked with? Carey Who you want to start that US sort of stuff about?

00;07;42;27 - 00;08;10;26
Carrie Schaefer
Yeah. John You know, I think just to kind of build on your last question and thinking about creativity, the Internet has required that we actually be more creative and more data oriented every single day. And what I mean by that is advertising wears out a lot faster today on Tick Tock on that. And so I'm actually touching advertising more frequently than I ever have in the last 15 years.

00;08;10;26 - 00;08;34;19
Carrie Schaefer
And so thinking about that, you know, I think there's a lot of interesting roles that are popping up today, whether it be content creators or digital marketing analysts or social media analysts, that literally day to day are monitoring the trends of your consumers on on social media and adapting to them really quickly. So that's that's a big area.

00;08;35;08 - 00;09;06;16
Carrie Schaefer
And I think behind that there's a role is in marketing and of being a little bit, you know, it's a huge and growing area for marketing. It's always been very important. But the speed at which we're getting data and having to analyze it is faster and faster every single day. I will continue to change that. And so I also encourage students, you know, if you love analytics, you love looking at trends and making connections there, that's a great role as well within the marketing organization is is an analytics or a research role.

00;09;07;08 - 00;09;20;04
Jon Quinn
Nick Clare What about some other. Let's talk a little bit about the agency side now. You've worked with a lot of different agencies, so have you, Kerry. What are some roles more on that marketing communication side or the partners to brand management?

00;09;20;11 - 00;09;55;20
Claire Adams
Yeah, I mean, I think as I think back to my days at Scotts and at Abbott and even before that when I was in Washington, D.C., I worked for a trade association and we I was on the marketing team for the Cosmetics Trade Association in D.C. and I worked with agencies at all

places. And within the agency world, you know, you typically have an account manager or a project manager that you work with as the client, but within the agency they have copywriters, they have graphic designers, those that are, you know, tailored to digital and and web design.

00;09;55;26 - 00;09;56;22
Jon Quinn
Media planners and.

00;09;56;29 - 00;10;16;22
Claire Adams
Planners and buyers. And so we work with all of those individuals. And that, you know, is the core of our communicating that value out to the consumers. We leverage those agencies to help us get those messages in market. So we, you know, we would have meet what we're calling media plans and we would walk through those and understand timing and budget and who were reaching.

00;10;16;22 - 00;10;38;03
Claire Adams
Are we reaching our target consumer? And so we had to rely on our agencies to also use data to help us make those decisions. But we would come to them with what was called a creative brief, and that was really a guide that helped everyone stay on the same page in terms of what the project objectives were and what media channels we were pursuing.

00;10;38;19 - 00;10;51;18
Claire Adams
And so we got to work on great campaigns and exciting and fun campaigns. I remember when I was at Scotts, we had a whole campaign, Scott, for Scott and Carrie could probably touch on this now that he's actually back and he's back.

00;10;52;13 - 00;10;53;09
Carrie Schaefer
And he's back.

00;10;54;02 - 00;11;12;21
Claire Adams
And he was so much fun. And I remember we went and we did video shoots with him and we did radio spot recordings, and we just had a great time because it was bringing the campaign to life. And then we got to see it in the market. Same thing was true when I was at Abbott. I worked on some perfect and I was on the performance nutrition brand.

00;11;12;21 - 00;11;34;11
Claire Adams
So we also had a product called EA's. We got to work with celebrities

and sports athletes, Larry Fitzgerald and Marcus Lattimore. So there's a really exciting piece to to the agency world, as you know, within brand management that you're still reaching and touching. But it's fun. And so there's there's lots of different types of roles and jobs there.

00;11;34;17 - 00;11;42;07
Claire Adams
And I see a lot of my students film major in marketing, and then they'll have minors in some of those other areas outside of Fisher. Yeah.

00;11;43;12 - 00;11;55;26
Jon Quinn
So we talked a lot about the agency side, the different roles there. How about research as research and insights? Talk a little bit about some of the opportunities and what those type of marketers do and how they support the overall strategy.

00;11;57;13 - 00;12;20;03
Carrie Schaefer
John You know, I think that's a really evolving space. I think we can think about, as Claire mentioned, primary or secondary research is something that marketers love to use. You know, primary is going to be really getting straight in front of the customer of consumer understanding their needs, talking to them, maybe sometimes it can even be going in their homes or kind of where they use the product and checking it out.

00;12;20;03 - 00;13;01;02
Carrie Schaefer
And so that's a really interesting aspect of research that helps clients or that helps marketers as well as our R&D partners to build new products, build new communications that connect best with consumers on the secondary side or more analytical side. There are lots of roles within insights in terms of aggregating data that could be looking at trends in the marketplace, sales trends, website data, social media data, engagement, data from the consumer doing surveys, etc. And so that is a big and growing area of marketing that is is really going to continue to be critical as we have more information on our fingertips every single day.

00;13;02;04 - 00;13;14;20
Carrie Schaefer
You know, we're at a point now in marketing where, you know, we can personalize the message and not just require so much more insight and analytics. And so those are very interesting roles within the organization, very important roles.

00;13;15;19 - 00;13;35;24

Jon Quinn
It's interesting, like if you watch any Hallmark movies, it seems like every third Hallmark movie has somebody from advertising in it or a sitcom. It's actually a very small industry and it's kind of a cottage industry almost, but and is just one piece of it. And you have research and analytics. Let's talk a little bit about sales, because sales is a very closely associated discipline with marketing.

00;13;35;24 - 00;13;49;10
Jon Quinn
Sometimes it's housed within the marketing departments, sometimes it's its own, some other schools, and I often have students who are interested in getting into marketing almost kind of push back and say, I don't know if I want to take a sales position, come out of school. What's your opinion of that?

00;13;49;24 - 00;14;13;16
Claire Adams
I think there's a misconception of sales. I think when people hear the word sales, they think cold calling and that's not always the case. I you know, we could speak to both at Scotts and Abbott. At Abbott, we had what was called our inside sales team and then we had our outside sales team that was across the country meeting with hospitals and physicians and showing them and introducing the products to them and the benefits of those products.

00;14;13;16 - 00;14;44;24
Claire Adams
And so I think students, you know, and I did when I was an undergrad, I had a misconception of what sales actually meant, but it's a great field to go into. In fact, a high percentage of undergraduate business students go into sales, and that's how you learn about a business. And and they work, you know, we saw a lot of kind of cross-pollination, if you will, between sales and brand management, where we would have people go from the sales side over into marketing brand and then back to sales and vice versa.

00;14;44;24 - 00;14;52;27
Claire Adams
And so I think, yeah, kind of how do we debunk that myth around what sales actually is as important?

00;14;53;28 - 00;15;19;04
Carrie Schaefer
John I'd even add to that. I mean, realistically, if you're in a business world, you are always selling, whether that is externally to a customer through marketing, to a consumer or even internally. A lot of times your ideas and your need for funding was an IMPROVIZATION. So I think sales is a really critical role within an org that I encourage most people to think about getting some experience in and how you do

that.

00;15;19;16 - 00;15;41;16
Carrie Schaefer
But I even kind of hearken to, you know, a consumer packaged goods company or sales team. So they're really developing business with retailers. So if you're in sales and in most companies that sells or retail, you're talking to a vendor at Amazon or Walmart, some of the most amazing companies in the world, and you're actually you are responsible for a piece of marketing, right?

00;15;41;16 - 00;15;50;07
Carrie Schaefer
If you're if your products aren't Amazon, they need to be sold every single day through the PDP product product page, sorry, acronym their product.

00;15;50;08 - 00;15;51;16
Jon Quinn
Page, product display page.

00;15;52;07 - 00;16;18;18
Carrie Schaefer
By display page. You know, you have to have great content, you must have great visuals sell on Amazon. Same thing at Walmart, perhaps both on e-com, but also in the store. And so there's a big piece of sales that you're thinking about content, you're thinking about in-store marketing point of purchase marketing. And so I think there is a very high overlap between sales and marketing in play across both of those disciplines.

00;16;18;19 - 00;16;22;11
Carrie Schaefer
Oftentimes, as you progress through an organization are really important.

00;16;23;02 - 00;16;47;01
Jon Quinn
I'm glad you said that because when I came out of undergrad, I kind of avoided sales. I didn't think I had the personality for it. I wanted the agency side would, you know, I find myself selling our campaigns to our clients and see why this is on strategy. Why is this a good thing for your business? And then I got my MBA and got into brand management and then I find myself selling my proposals to executive staff right now or cross-functionally.

00;16;47;01 - 00;17;02;10
Jon Quinn
So I actually learned that, you know what I can I can do this. You know, I thought when when I was 21, 22, I didn't think I had it in me,

but I actually became quite good at it. So but like almost all rules and marketing to one degree have some sort of element of sales, whether it's internal or external.

00;17;02;13 - 00;17;23;10
Jon Quinn
Just like Kerry said. I think it's a really good point. So I want to talk a little bit about longer term. So research on millennials is show that typically the average millennial is going to have three different careers and they're going to 13 different jobs. I must have been I'm not a millennial, but I must have been cutting edge because that's almost exactly what I had.

00;17;23;10 - 00;17;48;03
Jon Quinn
You know, I had a career in advertising, then brand management and then academia. And I think I've had right around 12 or 13 jobs over my over the 20 some 25 years, some of those jobs within the same company. But and it seems like the early indications are from Gen Z and we only have a couple of years of data because Gen Z just entered the older Gen Z just entered the workforce, but they seem to be following that same path.

00;17;48;29 - 00;17;59;21
Jon Quinn
So that said, where can marketing take you further down your career? If you start your career in marketing or say you start in sales and get in marketing, what are some of the longer term career paths?

00;18;00;16 - 00;18;25;26
Carrie Schaefer
Time is great question. Gosh, there's so many so many, so many answers here. I think, you know, a couple of places you can go, you know, within marketing, you can become a generalist. And really, if you kind of think about the brand management track that can lead you to a more general manager type position where you're running a business, perhaps president, CEO, CMO type positions.

00;18;26;28 - 00;18;50;06
Carrie Schaefer
I think there are many as we talk about advertising and more specialists, whether that be digital or or creative, I think it can lead you again up there in the organization to leadership role, where you're managing an agency or managing a specialty agency. And even within, you know, a corporate role, it can it can also lead you kind of like a center of excellence.

00;18;51;09 - 00;19;25;21
Carrie Schaefer
I think. With all that said, though, as I kind of reflect back on my

career and think about getting students who are considering different careers in place, I'd say, you know, you can't plan everything and use the old adage, right? It's a it's a marathon, not a sprint from a career perspective. And so I think if you're interested in marketing, I think getting getting in somewhere starting, you find mentors, shadow shadowing your internships and really starting with where your your passion and your interest are and then putting that out, working, learning.

00;19;26;17 - 00;19;39;12
Carrie Schaefer
It's going to take you on a path. And I think that path can be whiney, it can be straight up or it can be, you know, you change careers, but I think there's lots of options out there, and I think it's exciting that you can have multiple careers, multiple jobs.

00;19;40;20 - 00;19;56;27
Claire Adams
Yeah. And just to add to that, I mean, I would say I always tell my students, you know, trust your gut and it's good to get feedback and kind of, you know, listen to your mentors and things. But, you know, you have to trust your gut and let fate take over a little bit and your career kind of falls into place.

00;19;56;27 - 00;20;17;23
Claire Adams
And, you know, I know my students are really you know, they're worried about their first job. And I always tell them, you know, you will find a job. So if you're if you're worried about it, you know, that's half the battle, right? If you're worrying about it, that means you're planning. That means you're working towards something and you'll get that first job and you'll kind of see the world in a different way.

00;20;17;23 - 00;20;41;03
Claire Adams
And that will then start opportunities will start to unfold and doors will start to open and you will grow and you just have to have your eyes open to see what those are and continue to find mentors and people within your organization, outside your organization to help you identify what what are those opportunities for you and help you talk about what are your strengths?

00;20;41;03 - 00;21;02;23
Claire Adams
I know you know, Carrie is a mentor of mine and we work together at Abbot and I went, I still go to carry with career questions and advice and and it's good to have those people in your corner so that as those opportunities arise, you have someone to bounce those ideas off of. But be open, be open to things and believe in yourself that you can get there.

00;21;03;07 - 00;21;23;18
Jon Quinn
Yeah, I don't want to get sidetracked here a little bit, but the importance mentorship and it's not always going to fall in your lap. Sometimes you have to seek that person out and create that relationship just as you network throughout the organization and you know, I had a mentor of mine that was early in my career that still has an impression on me to this day.

00;21;23;18 - 00;21;35;01
Jon Quinn
But it's important to network within the organization to be able to let your supervisor know exactly what are your what are your career goals and objectives, where you want to take your.

00;21;35;02 - 00;21;35;20
Claire Adams
Exactly.

00;21;36;06 - 00;21;50;04
Jon Quinn
And then they can kind of help you as they are, where you need to get experienced in area of an expertise experience in area B before you can take that on and let me help you with that. So like it's important to kind of market yourself within the organization.

00;21;50;20 - 00;22;23;18
Claire Adams
Grade and, you know, we I know we've talked about this one when I was at Aberdeen and at Scott's that when we would interview interns or full time employees, we always wanted to see, you know, are they coachable? And that was one of the key questions that we were trying to solve for. Could they explain, you know, situations or times when they were coachable and being open to feedback and even in the classroom setting here at Ohio State, when we have the marketing projects class and you know, some of the other classes we have group work and teamwork, it's how do you handle those situations and grow from them versus being on the defense.

00;22;23;18 - 00;22;41;28
Claire Adams
And I, I just had a conversation with Stewart yesterday about that. You know, feedback is a gift. And so how do you take that grow from it and move forward and leveraging those mentors and management to help you identify those areas of opportunities to grow is really important.

00;22;41;28 - 00;23;01;20
Carrie Schaefer
That's clear. I love that feedback is a gift. And you know, John, I

think the thing about mentors is lots of companies love to try to have mentorship programs and force. A mentorship means the end of the day as you kind of make your way through university and into an organization for those people that you really connect with and ask them to be your mentors.

00;23;01;20 - 00;23;21;00
Carrie Schaefer
And I don't think there are many people who would ever say no, maybe that there are. But, you know, I think if you look for those that you really connect with, that you have common values with, I think you're going to find that those mentorships are impactful. Like Claire said, we've been connected for a long time and we've stayed in touch because we value each other and in our thoughts.

00;23;21;00 - 00;23;30;25
Carrie Schaefer
And so I just encourage folks that don't always look for that kind of forced organizational find me a mentor or seek out your ground. I think you'll find that those are the most meaningful relationships.

00;23;30;25 - 00;23;50;17
Jon Quinn
And I'm a big fan of Malcolm Gladwell. In his book Outliers, he has a couple of chapters dedicated to the importance of mentorship and how many of these iconic successful business people and celebrities that we know of. They had really important mentors at key points in their careers. So listen, I want to talk a little bit about characteristics of a good marketer.

00;23;50;17 - 00;23;59;16
Jon Quinn
What makes a good marketer and how does that vary by different subdisciplines within marketing? Carrie, do you want to start us off with that one?

00;23;59;16 - 00;24;22;00
Carrie Schaefer
You know, I don't so. John I don't know. That varies that much. It may there may be different buttons to push on, but I always kind of say there's there's really three characteristics that I see in any good marker despite the disciplines. I think the first one is just a curiosity and I would say maybe even we call it now these days to be an analytical curiosity.

00;24;22;17 - 00;24;41;23
Carrie Schaefer
It's the curiosity to learn to ask questions, dig in, to challenge what's there, what the consumer's doing, why they're doing it, why the company is doing something a certain way, and how we better serve a

consumer. And I think with the advent of so much data, using that data to your advantage, right, really being curious about the data.

00;24;41;23 - 00;25;17;03
Carrie Schaefer
And so I think one is that analytical or that curiosity for me. Number two is creativity. And John, you hit on it from an advertising perspective, right? Like not every marketer is creative to the point that, you know, they can write a TV commercial on. So but to be a marketer, I do think you have to be creative and that to be thinking about different ways to reach the consumer, thinking about different ways to tell a message, maybe coming up with new dots or information connects solutions.

00;25;17;03 - 00;25;43;05
Carrie Schaefer
But you have to be creative to be a marketer. You've got to think differently than the, you know, the people the last five years because the consumer, the customers all change. And I think the last thing for me, that curiosity, creativity, I think last three, I call it leadership really many aspects of marketing just require that you're reading, that you're thinking ahead, that you're not complacent and that you're setting the strategy.

00;25;43;05 - 00;26;00;14
Carrie Schaefer
Claire talked about that earlier, so you've got to bring others along. Never teasing role that might be your client, right? You got you're trying to get them to think a little bit differently instead of running that TV ad or you're going to do a different type of media with a new organization, maybe not talking about your client the same way.

00;26;00;14 - 00;26;06;15
Carrie Schaefer
So I think I think markers have to be leaders regardless of where they sit within the marketing organization.

00;26;06;15 - 00;26;31;09
Claire Adams
And I think the only thing I would add to that, and it's a little bit tied to that last point of leadership is persistence. And I think in marketing, we are, to Carrie's point, constantly solving challenges and problems. And, you know, you could be given a task of, you know, solve this business challenge. You know, we're losing market share or the brand's not doing well, you know, all of these things.

00;26;31;09 - 00;26;52;15
Claire Adams
And we have to be persistent to figure out what is the answer, what is

the solution, and then how do I sell that in? And you know that even going into advertising, you know, you have to spend money to make money. And so asking executives for those dollars and being persistent on, you know, that this plan will deliver on that using those data and analytical points to help you to make those cases.

00;26;52;15 - 00;27;06;14
Claire Adams
But you have to be persistent because you will here know a lot, you know, whether you're in sales or traditional marketing or advertising world, you know, we're a client say, no, the persistence is key and you just have to be willing to hear no and then figure out a new plan.

00;27;07;18 - 00;27;14;06
Jon Quinn
How important is it to be in love with the category itself as a marketer versus being in love with the discipline?

00;27;14;22 - 00;27;33;21
Claire Adams
I go back and forth on this. My students ask me this a lot, too. You know, I've I was always told you as a strong marketer, you have to be able to market anything. And I look at the brands that I've worked on, you know, cosmetics to lawn care, to infant formula. And I learned so much from each of those.

00;27;33;21 - 00;27;56;16
Claire Adams
And I was you know, I obviously I used cosmetics at the time. I didn't have a lawn and I had to learn how to use the products. But it gives you a different perspective. So whether you, you know, love the product and are a loyal consumer of that product or not, you need to have those perspectives. And so I think, you know, it's really you have to decide what you're passionate about.

00;27;57;08 - 00;28;06;10
Claire Adams
But I don't think the product itself necessarily hinges your ability to to thrive as a marketer.

00;28;06;10 - 00;28;28;00
Carrie Schaefer
I agree. John. I think it depends on each individual, right? I mean, there are just some people that really need to work on things that they love. But I also think throughout my career I found myself as, you know, five or ten businesses or brands that maybe I didn't use. And as I started to get familiar with it in the customer that uses it, I know I quickly built passion for each of those products.

00;28;28;23 - 00;28;46;27

Jon Quinn
I think that's a good point about building passion for it, because when I first started and the first brand I worked at at Yum, I wasn't a heavy fast food users called Who Foods in the industry. I wasn't heavy fast food user, but it got in my blood. I love I learned to love it. And to this day I'm still very engaged in the category, seeing what's going on with it.

00;28;46;27 - 00;28;55;18
Jon Quinn
Same thing with CPG. Speaking of CPG, I know an individual who's a brand manager and Procter Gamble on feminine hygiene products. It's a guy, right? Yeah, right.

00;28;55;19 - 00;28;58;02
Claire Adams
So I tell my students that. Yeah, Yeah.

00;28;58;20 - 00;29;05;04
Jon Quinn
So how about artificial intelligence? How do you see artificial intelligence impacting the field of marketing?

00;29;05;21 - 00;29;34;08
Carrie Schaefer
John You know, I think A.I. is going to change marketing dramatically. I was recently on an event down in Cincinnati called Brian Fusion, and it's a startup event where marketing startups pitch their solutions to marketers and every solution that came out came through that event was they based. There is an AI based solution called typeface that literally design social media, creative for you.

00;29;34;08 - 00;30;07;27
Carrie Schaefer
You plug in kind of your assets, you tell them what to do and all of a sudden it builds that for you. There is another one out there that went out and collected all of the videos about your brand for you, whether use you created them or consumers created them, and it gave you sentiment about those videos. And so if I had a lot of information and gave you insight to what everybody out there is saying, and so those are the types of solutions that are coming, they will replace jobs in my opinion, in the marketing organization, you know, which can be scary.

00;30;08;09 - 00;30;30;13
Carrie Schaefer
But I but I think what is exciting is A.I. is going to take some of the manual efforts on marketing, and it is going to require that marketers be even more strategic, more thoughtful, work with more speed. Right? Because let's just give an example. Like I work in a big

organization with a lot of people and I can create a lot of content pretty quickly.

00;30;30;13 – 00;30;51;06
Carrie Schaefer
You know, maybe a smaller business can well, now all of a sudden they've got that same AI tool. They're going to be able to move with the same swiftness that you can. And so I think it is truly going to be about is going to allow us to look at the data, to personalize the message faster, to get more great communication out there and to connect with the consumers.

00;30;51;06 – 00;31;02;02
Carrie Schaefer
I think it is going to change the way that we work and really understanding the strategy and the business is going to be extremely critical to be successful. The speed it's going to allow us to move.

00;31;02;23 – 00;31;23;25
Claire Adams
Yeah, and I would just add to that, I think about, you know, the oversight of content creation, and I think that will always need people. So I think I agree with Carrie. I think it's going to dramatically change marketing. But as marketers, it's our job to understand the consumer and deliver the the right communication, the right message at the right time.

00;31;23;25 – 00;31;48;28
Claire Adams
And that still will require humans to do that. You know, my students and I have talked about some of them have brought I generated imagery and copy into class. And we've looked at it. And, you know, the reality is they there's still an approval process, I think, before things go live. And I think if companies aren't procedurally, you know, prepared for that, you could see things could go sideways.

00;31;48;28 – 00;31;53;11
Claire Adams
So that would be my what I would say about content oversight.

00;31;53;15 – 00;32;08;24
Jon Quinn
Well, Carrie and Claire, thank you for so much for joining us. A career HQ. This has been a great episode. We really enjoyed talking with you guys. And as always, check our web page for some additional resources regarding the topic of careers in marketing. So, Carrie, thank you. Claire, thanks for joining us.

00;32;08;25 – 00;32;09;12
Series Intro/Outro

Thank you.

00;32;09;13 - 00;32;10;01
Carrie Schaefer
Thanks, John.

00;32;10;22 - 00;32;30;17
Series Intro/Outro
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00;32;30;26 - 00;32;40;09
Series Intro/Outro
See you next time at Career IQ.