

# Marketing's Market: 101

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AMA Summer Educators' Conference

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(Partly) As seen through the eyes of the class of 2007

- DocSIG web survey: Thanks to
  - Maureen Bourassa (Queens)
  - Jodie Ferguson (GA State)
  - Neil Bendle (Minn)
  
- 68 doctoral candidates who interviewed at the 2007 AMA Summer Educators Conference in Washington DC

# Finding that perfect job

- When to apply
- Whom to apply to
- How the process works
- What to watch for

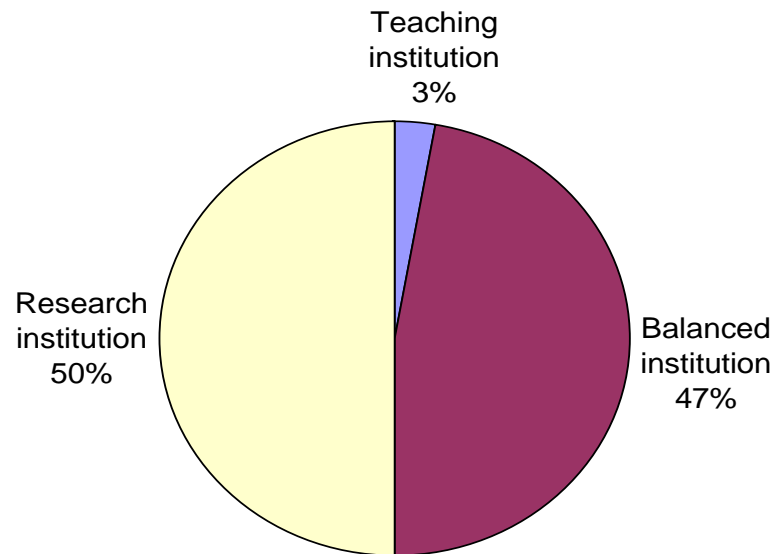
# When to apply?

- A. When your bank (or spouse or parents) say: It's Time
- B. When your calendar says: Year 4
- C. When your resume says: Revise and Resubmit
- D. When your committee says: Proposal Approved
- E. When your advisor says: You're Ready

# Whom to apply to: Some Reasons

- A. Geography: I hear the weather/ nightlife/ shopping/ sailing/ housing there is amazing
- B. Academic fit: The faculty there share my research/teaching values
- C. People: XYZ is there
- D. Prestige: Everyone at my high-school reunion will be impressed

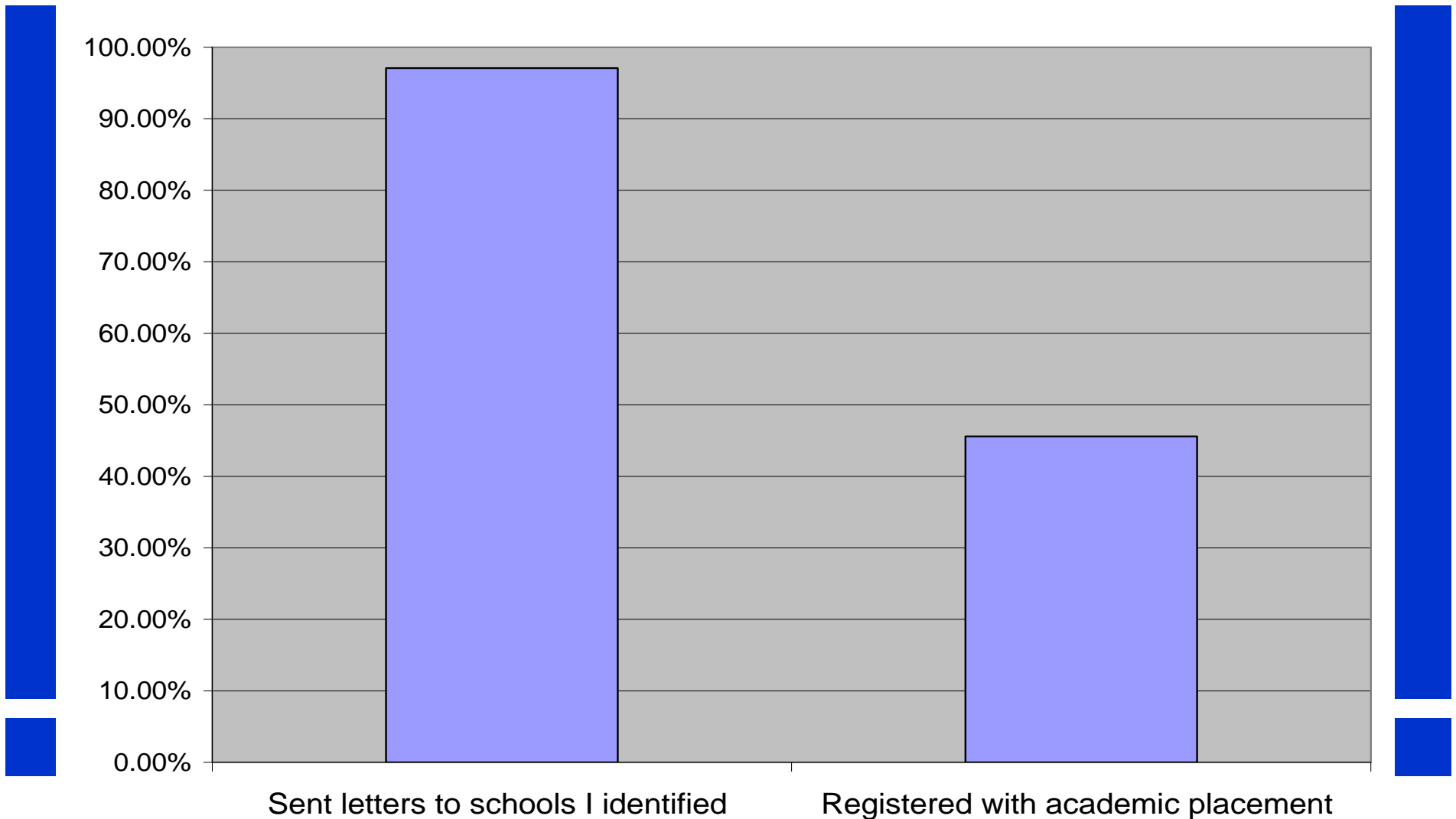
## Q: What type of school did you primarily target?



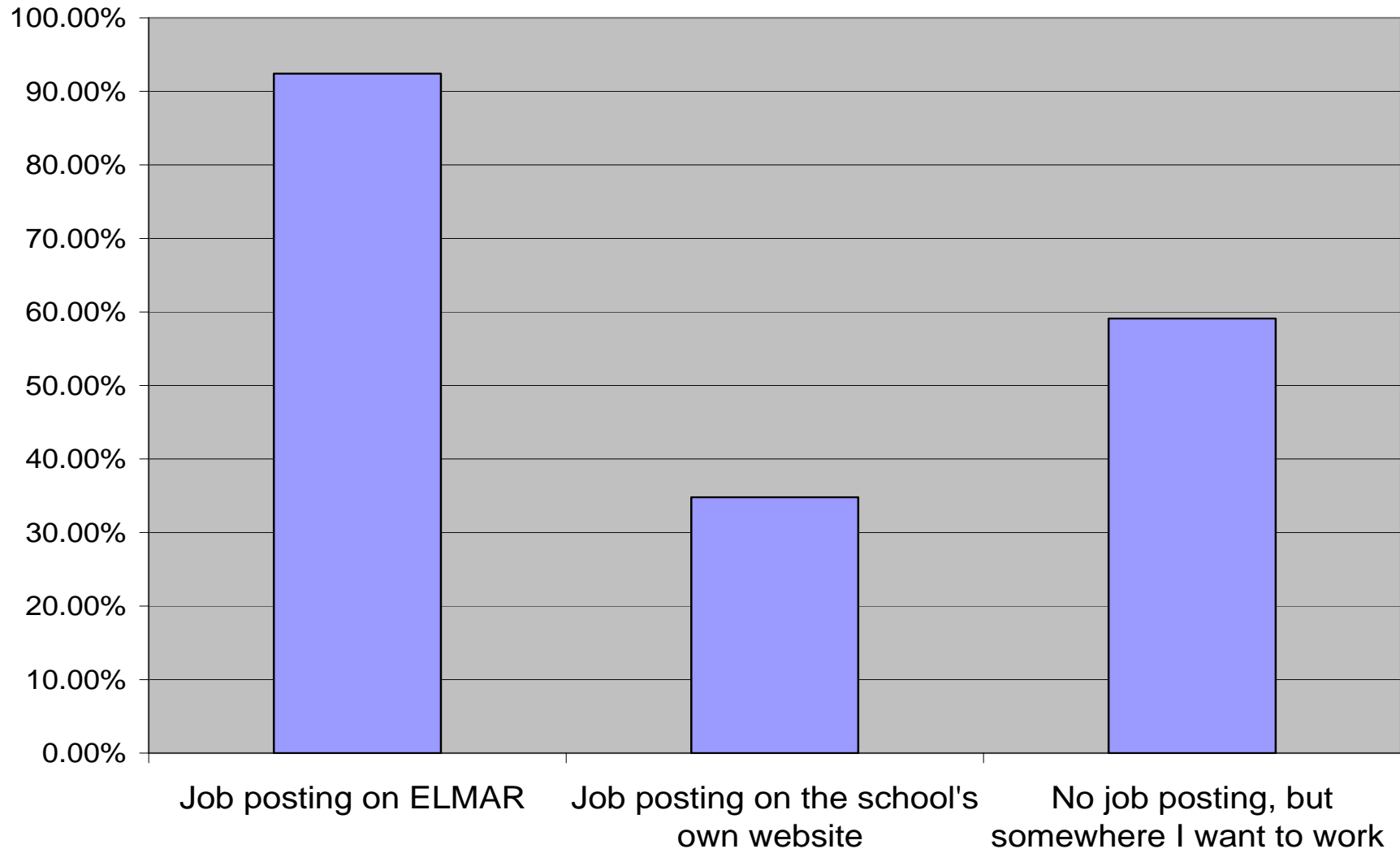
# How the process works

	<b>Activities</b>	<b>Timeline</b>	
	The list	May	
	The packet	Early June	
	The callbacks: Part 1	July	
	The AMA interviews Mock Actual	July Early Aug	
	The callbacks: Part 2	Aug/Early Sept	
	The campus visits	Sept-Dec	
	The jobs!	Dec	

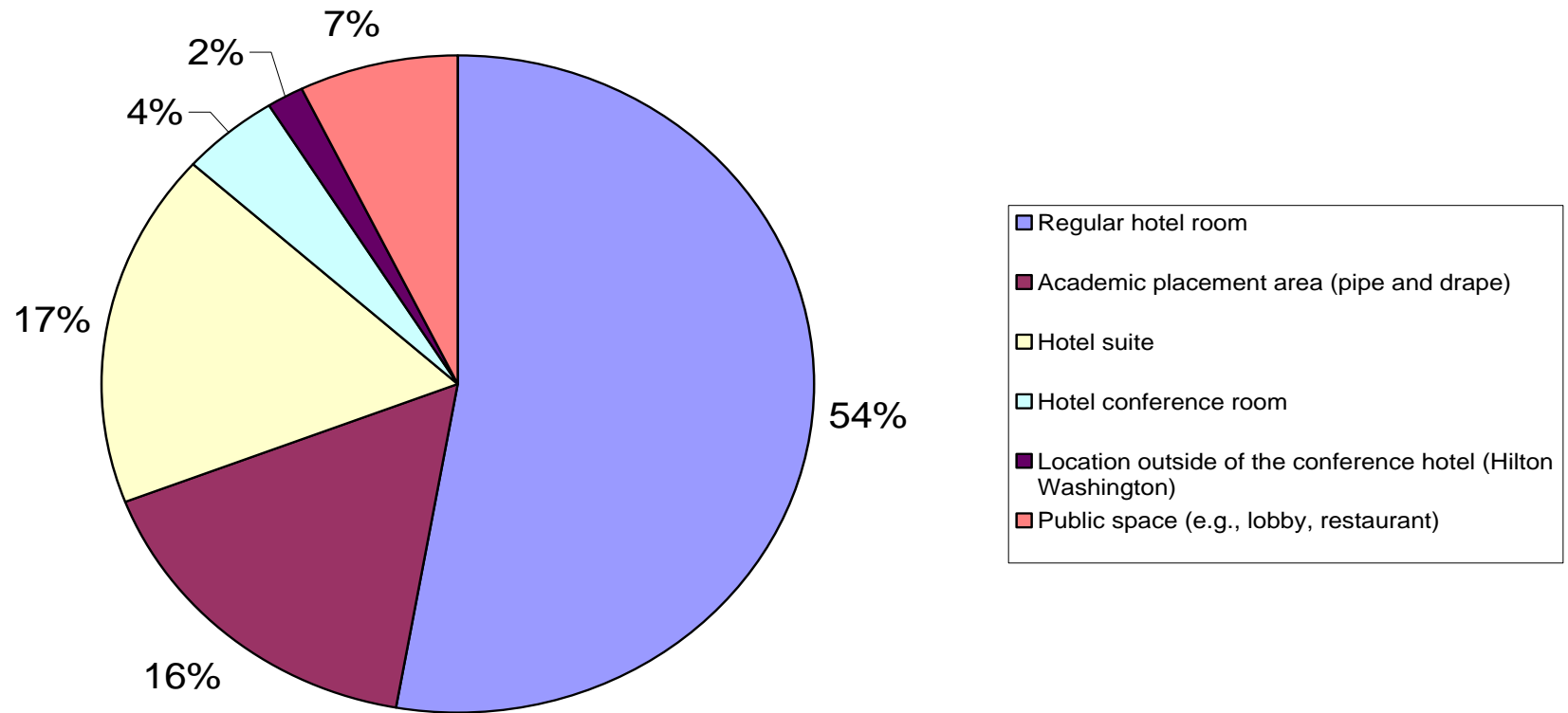
# Q: Please indicate how you applied for jobs (Check all that apply)



# Q: If you sent letters to schools you identified, how did you identify the school?



# Location of interviews



## What to watch for

- Training
- Productivity
- Energy
- Preparedness
- Help

## Some parting notes

- Beginning, not the end
- It gets better!
  - Greater efficiency
  - More resources
  - Better clarity