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**Immense**  
experience your path

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# MARKETING

**Univariety**  
Discover & be discovered

## THE IMMRSE EXPERIENCE



Congratulations on completing Virtual Internship Program™ (VIP). Your Career Immrse Report is now ready to give you a clear understanding of your compatibility with your custom filtered, shortlisted and chosen career options.

This highly reliable and accurate report about your potential competence in your chosen professions is scientifically designed by integrating advanced technology and in-depth research data related to career assessment.

Developed by our team of highly experienced psychologists, psychometrics, researchers and leading industry professionals in India, your Career Immrse Experience is the most unique and all-encompassing process of arriving at a clear-cut, sharply defined career choice decision. It is the only career guidance program in the country which identifies and acknowledges that experience is the greatest teacher across all professions.

Your Career Immrse Report is computed on the basis of your on-the-job performance at the time of the VIP <sup>TM</sup>. This report is a deeply insightful tool which highlights your professional compatibility and competence in your chosen career options. We encourage you to carefully reflect upon this report to develop a thoroughly informed, scientifically accurate as well as deeply passionate career choice.





## YOUR CHOSEN CAREER OPTION

### MARKETING

Marketing is fundamentally the means by which an organization communicates to, connects with and engages its target audience to convey the value of its product or service. The underlying objective of marketing activity is to ultimately sell products and services of the business to consumers. In its modern form, marketing activities in business are focused on building and maintaining value-based relationships with customers.

Marketing studies involve gaining knowledge & ability in storytelling, branding, advertising, P.R., campaigns and strategies. It is a creative as well as analytical field. Undergraduates from various disciplines and backgrounds enter the field of marketing at later stages of their career.

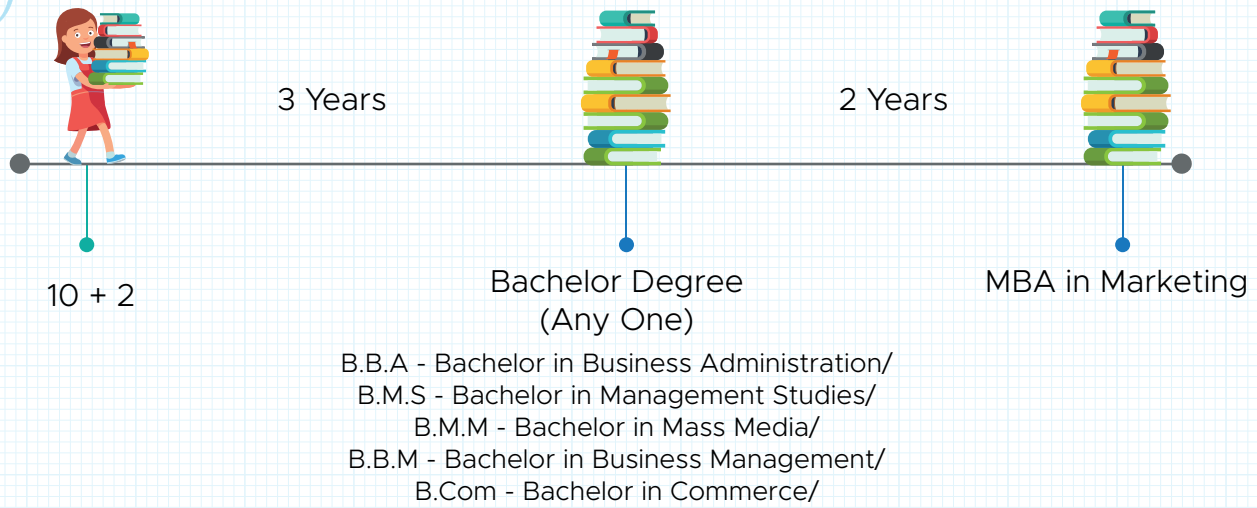
This field demands a deep interest in creativity and communication.

### INDUSTRY SCOPE

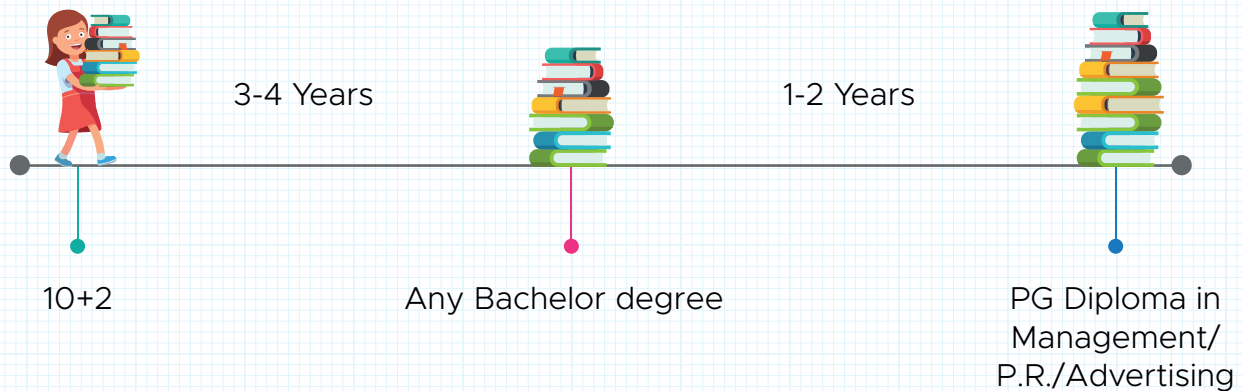
Marketing is a crucial function of any business. With the advent of new age platforms and mediums to advertise on the internet, every business engages in strategic branding & advertising activities to reach out to their target audience and convert them into customers. India's digital advertising market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020.

Opportunities in marketing are abundant not only in huge corporations and MNCs but also in small to medium sized businesses emerging all across corporate India. Branding and advertising through the mediums of online media such as ads in facebook, instagram, YouTube videos, websites, etc. are growing tremendously and seem to be the dominant avenues for the future of marketing.

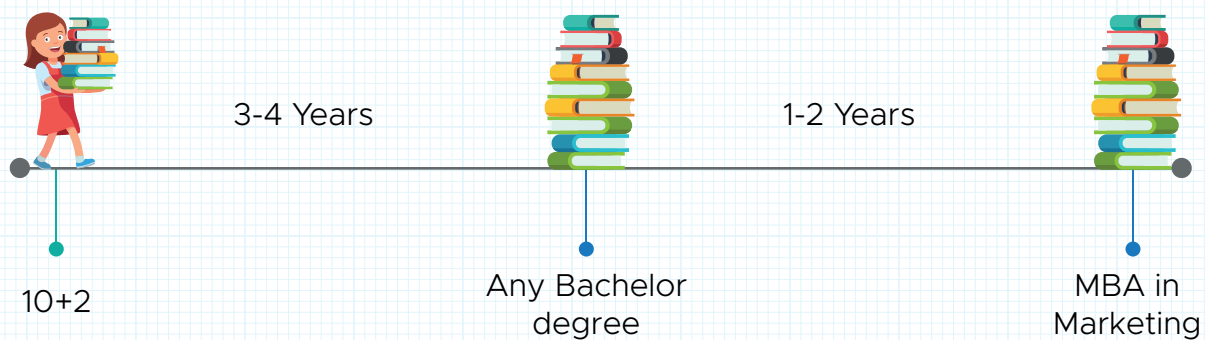
## EDUCATIONAL PATH



OR



OR



## PLACEMENT

The industry placements for Marketing executives can be classified into the following categories:

### AGENCIES

Creative agencies and advertising agencies are ideal workplaces for marketing personnel. Agencies such as Madison, JWT and Carat are some of the biggest in India. However, several smaller scale studios and creative houses provide excellent opportunities and work environments to creative professionals in the field of marketing.

### CORPORATE

Many companies have in-house marketing teams for communication, P.R. and advertising functions.

### FREELANCE

Marketing professionals often work as freelancers who specialize in particular areas such as branding, social media marketing, print media marketing, content writing, ad film making, etc.

## WORK PROFILE

A marketing executive may find job profiles in the following departments:

### BRANDING

- Brand Manager
- Brand Designer
- Content Developer

### ADVERTISING & MEDIUMS

- Copywriter
- Advertising Executive
- Social Media Manager
- TV Ads Executive
- Print Media Executive

### P.R.

- Public Relations Officer

### CAMPAIGNS & STRATEGIES

- Campaign Designer
- Campaign Manager

*\*There are various departments and job profiles for Marketing executives at different stages of their careers. The above list is not an exhaustive list of such profiles, but a reference shortlist of common job profiles.*

## ENTRY-LEVEL SALARY

Salaries are subjective to a wide range of factors such as:

- Candidate's competence & financial needs
- Job responsibilities
- Size of the employing corporation
- Fresher employment policies
- Location - city/country
- Current economic conditions

As of today's overall scenario in India, an approximate entry level salary can be rounded to about Rs. 2-4 lakhs per annum. It is also important to note that salary progression in the field of marketing is much faster than other careers.

However, depending on the above listed and other factors, each candidate's entry level salary may vary significantly.

## CAREER IMMRSE REPORT

Every profession demands a unique mix of intrinsic or developed qualities in an individual. Individual qualities are divided into two categories: Left Brain Qualities and Right Brain Qualities. Brain mapping studies by scientists categorize the functions of the human brain into these two halves or hemispheres. The left brain carries out analytical and methodical functions of thinking while the right brain processes creative, innovative and artistic functions. Each individual has a unique natural mix of left brain and right brain qualities. Certain qualities can be developed further through focused training.

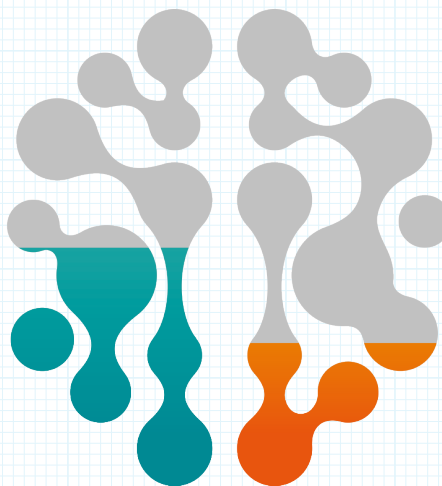
The following is an assessment of your estimated compatibility in relation with the Balanced Compatibility Requirement for the field of Marketing. This assessment is derived from computing the student's performance in the Virtual Internship Program

### LEFT BRAIN

50%

#### Qualities for Marketing

- Analytical Skills
- Verbal Expression
- Reading Comprehension



### RIGHT BRAIN

30%

#### Qualities for Marketing

- Idea generation
- Original Thinking

Your left brain quality is relatively convincing. However, there is need & scope for further improvement.

Your Right Brain quality is relatively weak. You can work towards building a stronger quality

*\* Please keep in mind that the above report is not a static and/or constant evaluation of your brain qualities. Every person has a unique mix of strong and weak qualities, which are constantly evolving. By applying strategic training methods, your mind can be trained to improve its functioning in a specific quality.*



# PROFESSION COMPATIBILITY ANALYSIS

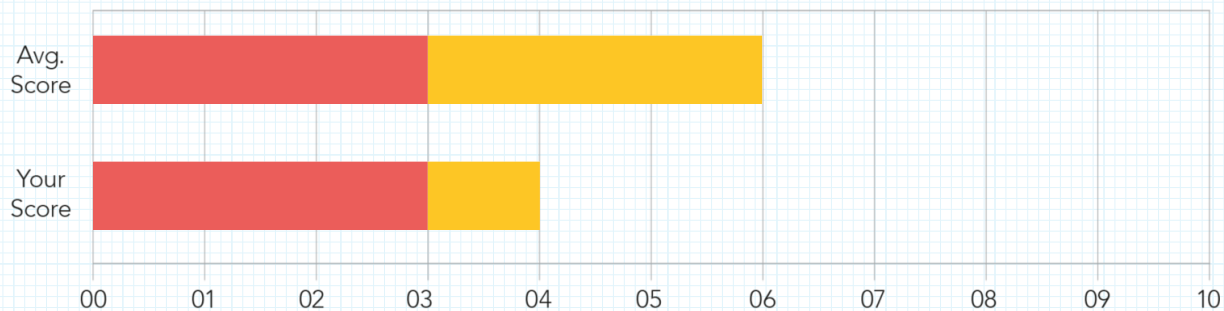
## 1. ANALYTICAL SKILLS

Analytical skills refers to the process of using a rational, systematic series of steps based on sound mathematical procedures and given statements to arrive at a conclusion. For example, you use your brain's analytical skills function when you work on geometric proofs, or when you solve a rubik's cube.

Marketing professionals need strong analytical skills to define the value of products & services offered by a business. Marketing executives apply their analytical skills in identifying the right target audience for a business and developing strategies to attract them.

### PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in analytical skills:



Above graph shows Analytical skills Performance graph

### HOW TO STRENGTHEN YOUR BRAIN'S ANALYTICAL SKILLS

- Analytical skills is a vast subject. Read about the topic. Begin with reading internet articles and progress to reading a couple of books.
- Take a course. You may join classes or sign up for an online course. Finding relevant apps may also be useful.



- There are several online practice tests for analytical skills. Take these tests and try to gradually improve your performance.
- Solve logic puzzles in the newspaper. Playing games like chess and rubik's cube will also help enhance analytical skills.
- Physical exercises, meditation and mindfulness practices boost the overall performance of the brain and will help strengthen your analytical skills. Strive to incorporate these activities into your day-to-day routine.

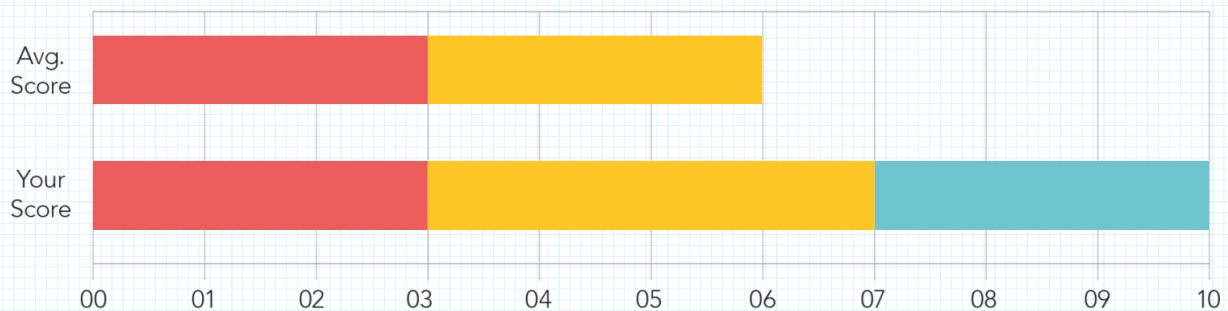
## 2. VERBAL EXPRESSION

Verbal expression is the ability to clearly and precisely communicate concepts and ideas through verbal dialog and discussion.

Marketing professionals have the responsibility of communicating clearly to clients, the innovative ideas which exist only as an imagination in their minds. They are hence required to have an excellent knack of being able to communicate intangible and brand-new concepts in a clear-cut, well defined manner.

### PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Verbal Expression:



Above graph shows Verbal Expression Performance graph

### HOW TO STRENGTHEN YOUR BRAIN'S VERBAL EXPRESSION

- Verbal expression can be strengthened by preparing yourself before speaking. Make notes and practice in the mirror.
- Reading contributes to verbal expression as well. Develop a healthy reading habit.
- Learn to speak concisely and clearly. Audio record yourself and listen to the clip to review your performance when speaking about a topic.
- Taking classes or watching Youtube videos on communication skills will help you to learn about eye contact, tone, confidence and body language.

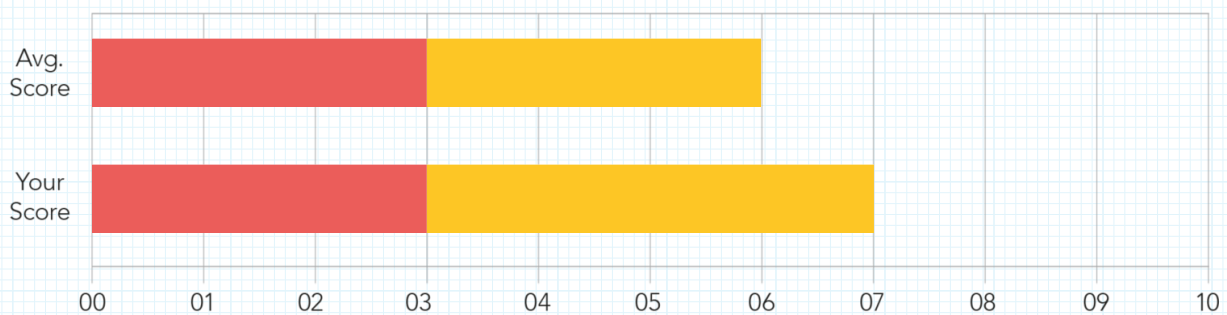
### 3. READING COMPREHENSION

Reading comprehension is the ability to process text, understand its meaning, and to integrate it with what the reader already knows. Marketing executives must read and clearly understand the vision and requirements of clients, even when they are unable to clearly express them.

Professionals in marketing decode and simplify a complex client brief to enable themselves and their teams to then generate ideas upon the same.

#### PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Reading Comprehension:



Above graph shows Reading Comprehension Performance graph

#### HOW TO STRENGTHEN YOUR BRAIN'S READING COMPREHENSION

There are several in-depth online articles which give information about enhancing reading comprehension. A simple google search will lead to many relevant results. Some of the methods include:

- Evaluate your current reading comprehension
- Improve your vocabulary
- Read for study as well as for pleasure
- Use techniques like summarization, reading aloud, re-reading and skim reading



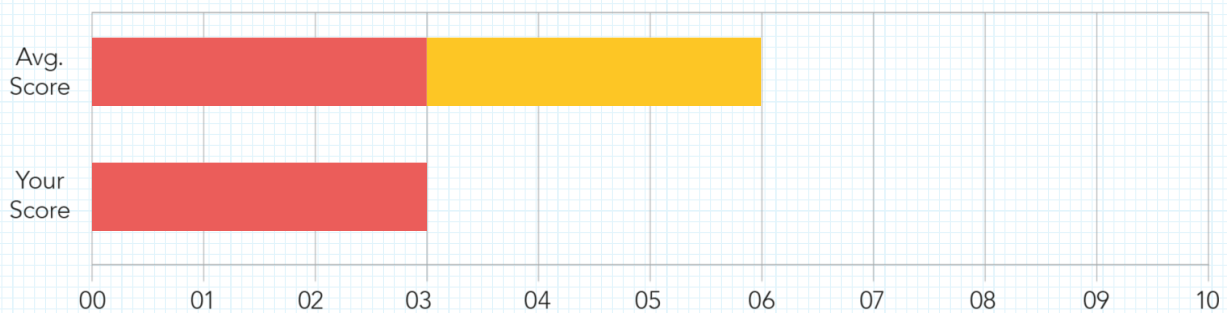
#### 4. IDEA GENERATION

This quality refers to the ability of generating innovative and imaginative ideas about a topic and think of multiple solutions for a single problem.

Marketing experts are constantly innovating and generating ideas to design new ways of communication, presentation and packaging of a product. Marketing professionals are needed to think of out-of-the-box campaigns and advertisements to create unique brand identities in the market.

#### PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Idea Generation:



Above graph shows Idea Generation Performance graph

#### HOW TO STRENGTHEN YOUR BRAIN'S IDEA GENERATION

- Watch videos and ted-talks of successful, innovative people
- Observe and make a list of problems being faced by people, communities or organizations. Think of innovative ways with which these problems could be possibly solved. Make this a daily, on-the-go habit. Keep observing and making such lists. Just make the list, regardless of whether or not you take any action upon these ideas. Maybe someday, you might get one idea on which you choose to act upon.
- Read good literature, watch creative films, listen to well written songs and music without lyrics - don't just consume mainstream popular media. Research to find acclaimed works of art from around the world.

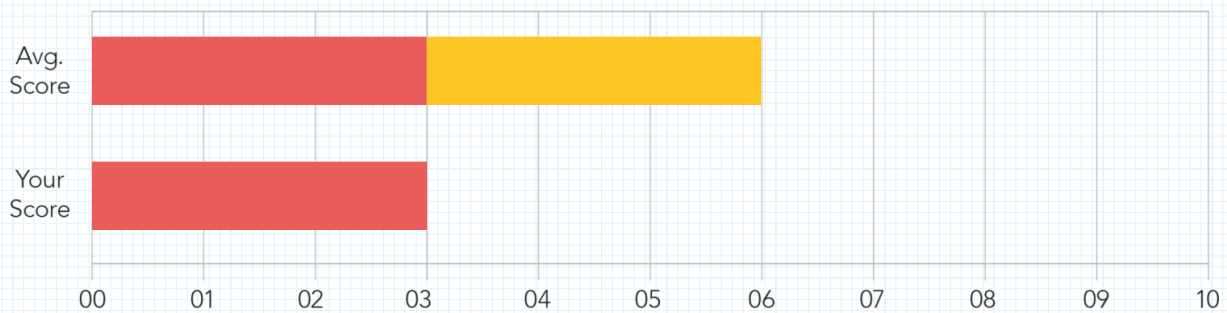
- Have stimulating conversations with your friends. Ask and share your knowledge and opinions across a vast range of topics like politics, business, travel, art, media, health, beauty, history, science, religion, etc.
- Create a questioning habit. Question everything you see. Ask questions about why something exists or why it's done how it's done. Also ask "what if..." questions to think of new possibilities. The more you ask questions to yourself, the more the innovative and imaginative parts of your brain will strengthen.

## 5. ORIGINALITY

The end goal of marketing professionals is to make their client's organization recognizable and prominent. In addition to being imaginative, marketing professionals have the ability to follow up on their original ideas and create them in reality. Marketing experts create new & innovative images, films, written content, packaging & display material as well as outdoor events which are created in alignment with their original, imaginative ideas.

### PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Originality:



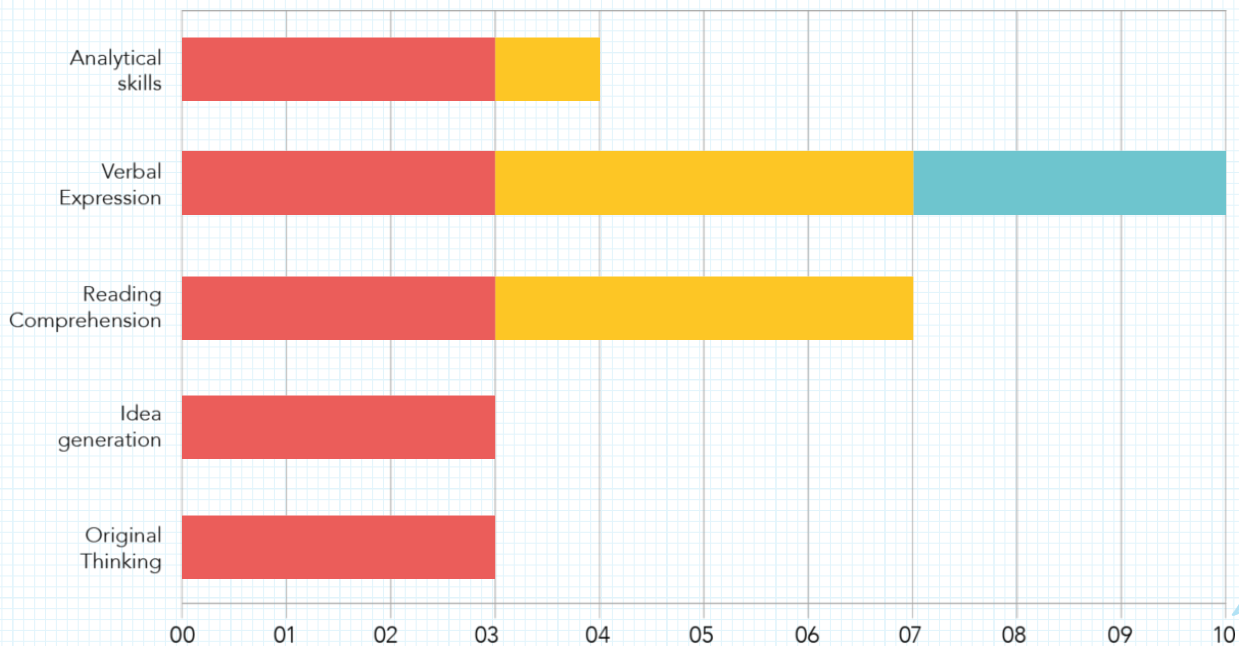
Above graph shows Originality Performance graph

### HOW TO STRENGTHEN YOUR BRAIN'S ORIGINALITY

- Attend workshops which boost creativity. Go for storytelling workshops, theater workshops, music workshops, etc. for example.
- Create things from scratch as a regular hobby. Create a clay model, sculpture, a song, a story or a short film/video.
- Regularly practice one or multiple hobbies like writing, painting, sculpting, sketching, singing, music, acting, dance, etc. Decorate your home. Cook different recipes. It engages the right brain and enhances its creative abilities.
- Physical exercises, meditation and mindfulness practices boost the overall performance of the brain and will help strengthen your innovation & imagination. Strive to incorporate these activities into your day-to-day routine.



## PROFESSIONAL COMPETENCE ANALYSIS



**1-3 : BELOW AVERAGE, 4-7 : AVERAGE, 8-10 : ABOVE AVERAGE.**

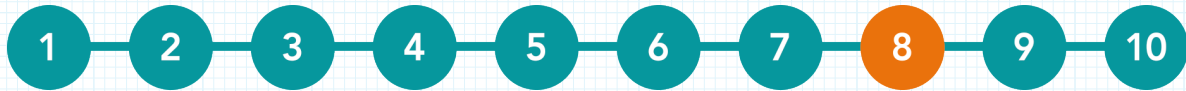
The above Professional Competence Analysis is a scientifically computed measure of your brain's analytical skills, Verbal Expression, Reading Comprehension, Idea Generation and Originality.

**Based on your Profession Compatibility and Professional Competence Analysis, your Career Immorse Grade in the profession of Marketing is:**

### ISO IMMRSIVE

Your competence in the field of Marketing is relatively convincing. We recommend that you should choose the career path of Marketing if you have a strong interest, curiosity and willingness to enter this profession. Please keep in mind that while your competence with this profession is well aligned with its requirements, our reports indicate that there is need and scope for you to focus on further strengthening your left brain and right brain qualities, as per the Profession Compatibility Analysis. Take time to research further about Marketing if you feel the need for it. Please keep in mind that there may be other professional options with which your competence may align equally well or even higher.

## INTEREST LEVEL



At Immorse, we emphasize on the importance of being deeply interested in the career path you choose for yourself. Studies have proven that being interested in a topic is a mental resource that enhances learning, which then leads to better performance and achievement.

Based on your responses regarding the various tasks you performed in the VIP<sup>™</sup>, your Interest Level in the field of Marketing is 8. This Interest Level is rated on a scale of 1 to 10, with 10 being the highest.