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## You Might be a Marketer Workshop

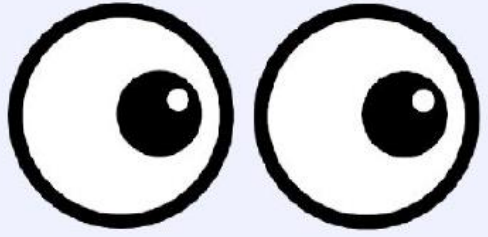




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**You Might be a Marketer Creative**



YOU 


MIGHT

BE A 

**MARKETER**

DO YOU FEEL  
YOUR TWEETS  
DESERVE TO  
GO VIRAL? 

YOU MIGHT BE A

TREND  
ANALYST 




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DO YOU   
GHOSTWRITE  
YOUR FRIENDS'  
DATING   
PROFILES?

YOU MIGHT BE A

CONSUMER  
STRATEGIST 




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DO YOU OVER-  
FANTASIZE   
ABOUT FANTASY  
 FOOTBALL?

YOU MIGHT BE A

DATA  
ANALYTICS  
MANAGER 



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DO YOU  
UPDATE  
YOUR   
AESTHETIC  
ON THE   
DAILY?

YOU MIGHT BE A  
**SOCIAL MEDIA  
MANAGER**

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DO YOU   
OBSESS  
OVER THE  
LIGHTING   
OF YOUR  
UNBOXING   
VIDEOS?

YOU MIGHT BE A  
**VIDEO  
EDITOR**

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## Workshop



# Handing Out Printed Materials

## Creative Booklet



## Career Booklet

### EXPLORE THE WORLD OF MARKETING

Page 4: Brand and Product Management  
Page 5: Marketing Strategy and Management  
Page 6: Market Research  
Page 7: Digital Marketing



### EXPLORE THE WORLD OF AGENCIES

Advertising: Page 9  
Media: Page 10  
Public Relations: Page 11



# The Workshop (20 minutes)

## Collaboration

- Pair off and work in groups of 2

## Material Review

- Review Creative Booklet and Career Booklet

## Identify

- Three Key Strengths
- Three Roles That Resonate with You

## Brainstorm

- Connect Strengths with Roles
- Conceptualize those Strengths and Roles in the YMBAM Creative

## Share

- With Partner
- With Group





## Feedback



# Thank You!



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