



www.doityourselfmarketing.org

Intern Training

Non-paid Marketing Internship Program: Do-it-*yourself* Marketing

Introduction:

Imagine...You are a student majoring in Marketing (or Business). Upon graduation, you want to work for a company as a marketing professional. They ask you, "Do you have any marketing experience?" "No, but I am a fast learner," you responded. (At least that is what some books teach).

You wonder, "If you don't hire me where do I get the experience?"

www.doityourselfmarketing.org wants to help you. This training program will maximize your chance of getting a marketing job. The program is free (kind of).

My story:

What do you want to do when you grow up? Is marketing manager one of your goals? After I graduated from California State Polytechnic University with an Electrical Engineering degree, my career goal was to be the best design engineer and worked my way up to become a Chief Engineer. One day, I had a chance to visit the marketing department of a company and envied the fact that each person has its own phone he / she can talk to customers all day long. This was before the days of Internet or emails and marketing professional relied heavily on telephone to reach out to customers. If a company could afford it, it would have a toll free 800 number for customers to call in. I decided that it must be fun to be a marketing professional (not knowing what sales did at the time) and be able to talk to customers on the phone. 30 years later, I am a marketing professional and I talk to (or email) customers all the time.

Never a dull moment! What is marketing like? It can be challenging or stressful. Most of the times, it is exciting. And never a dull moment!

Is marketing for you? We can help you to find out. If you major in one of the following, this training program is for you.

- Marketing
- International Marketing
- International Business
- Business Administration

- Internet Marketing / E-Business (these are quite new)
http://dsa.csupomona.edu/admissions/undergrad_majors.asp#2
- Sales Management (Is it a real major?)
- MBA
- MBA (in Global Management)
<http://programs.thunderbird.edu/index.php?content=fulltimeMBA>
- Public Relations
- Finance (desire to learn marketing)
- Engineering (desire to learn marketing)
- Communication
- International Studies (desire to learn marketing)
- Technology and Operation (desire to learn marketing)

How I get started?

I will share my story and I hope to hear your story some day. As I mentioned above, I chose marketing based on what I saw plus a lot of imagination. Upon graduation from college, I spent two years working as a design engineer for a company called Control Data Corporation which does not exist any more. During that time, I learned a lot about engineering from the lead engineer and my bosses (I had two bosses during the first two years of my career). One day, I realized that the product I designed was "released" to production. Unless there was a problem, I did not hear about it any more. What happened to those products (computer memory boards)? I was told the assembly workers started building them and shipped them to customers. I had no experience about production or marketing and I became very curious.

From time to time, I would see my project leader engaged in a conversation with a gentleman dressed in suit and he tried to convince my project leader to buy something. So I asked what he was talking about. "He was trying to sell me something," I was told.

I couldn't help thinking..."what happened to my products?"

One day I talked to a Business Unit manager who occupied an office instead of a cubical like what I had. (That was how Dilbert started his story about life in a cubical). The business manager was Paul. He was willing to talk to me about marketing and sales. Suddenly I realized that the universe was more than just engineering.

After the conversation, I came to understand about the complete business cycle and marketing was a key part of it. Before my products

were shipped to the customers, CDC has to have a purchase order (PO) from that customer. So where did the PO come from? Paul to contact those customers and convinced them that CDC made good products. Much like the sales gentleman who tried to convince CDC their products were the best. Once Paul got the PO, then my products would be built and shipped.

I got it.

Discover Yourself. Discover what you are good at (and what you are not).

Not all engineers like marketing. I happen to be one that loves marketing. (That is why I went to get an MBA in marketing from San Diego State University later on). You need to find out if you like marketing or not...the sooner the better. Additionally, you need to find out if you are good at marketing or not.

Are you good at Marketing? I like music but I am not good at that. So I listen to music and only play music on a very limited basis. If I had a chance to learn music at an early age, I may be good at it.

Now you have a chance. You can apply everything you have learned from school and make it work for you. The program will provide you with step-by-step instructions to do marketing. At the very least, you will learn how to do real-life marketing, which is good for your resume. At the very best, you can generate some real-life revenue (and income).

"What do I need to be successful in marketing?" you ask. You need one or more of the following attributes.

- Not afraid of talking to people
- Enjoy communicating your ideas across
- Goal or result-oriented / self-starter
- Like to plan and execute the plan
- Not afraid of a stressful life
- Be willing to learn other skills: communication, strategic planning, sales, new technologies, negotiate, problem solving etc.
- Self-confidence comes from having a good track record. To have a good track record, you need to learn how to do something well and do it well frequently.

In the process of doing marketing, you will learn a lot about yourself. This is the best way to assess your strengths and weaknesses.

Let us define success. Success is not necessarily making a lot of money. For some it is; for others it is not. You heard the saying about "He/she who dies with the most toys win." Then there is a sequel about "He/she dies with the most toys still dies." The old army ad defined success as "Be all that you can be." I like to define success is "Achieving the noble goals you set for yourselves." If you want to be successful in marketing, you need to define some specific noble goals you want to achieve and go after them. For example, you may want to launch a marketing career. Then you ask, "What do I need to get there?" In engineering, there is a saying to describe how an object moves from one place to another. It is called move from Point A to Point B.

You are going to move from where you are as a student (Point A) to where you want to be (Point B). You need to know what Point B looks like and learn the steps to get there. Oh yes.....there are always obstacles along the way. You will need to learn how to overcome them. WE HOPE THIS INTERNSHIP PROGRAM WILL HELP YOU TO BE SUCCESSFUL.

Do-it-yourself Marketing Training Program

Your expectation: Obtain marketing hands-on experience. You will learn how marketing is done in the real-world. We will help you to define your own program so you can excel.

Your investment: Time commitment.

You ask, "Does it cost me?" This program does not cost you any money. Like a regular class, you will need to attend the training online and do homework.

Why is it free?

I am using a free website to promote this program - www.doityourselfmarketing.weebly.com. Why is it free?

www.weebly.com let me use this free but I have to add .weebly after my site name doityourselfmarketing. Actually, it is a trade. I get a free site while they get the free promotion because every time a visitor comes to my site, their name weebly is seen. Get it? It is a new marketing approach.

So in my case, I offer the marketing mentoring (I like the word mentoring) services. By going through the program, you will get the experiences you need. When you lend a good job, you will talk about this program and I will get some promotion from the words of month. It is called win-win. Make sense? Potentially, you will create revenues for Tech Idea (owner of www.doityourselfmarketing.org) and incomes (profit sharing) for yourselves. Another win-win!

Program details:

1. Sign up as a member of www.doityourselfmarketing.org.
2. Define your marketing goals.
3. Execute your program
4. Measure the progress
5. Modify your process
6. Record your experience
7. Create a sustainable model
8. The next training program will start November 15 to December 15.

9. Expect to spend about one hour of online training and two hours of homework each week for 5 weeks.

Contact me if you have any questions /comments

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