

Personal Strategy

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Strategy

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Best Strategy and Why

Strategic Recommendation: Start at Rosetta while doing a part-time MBA

Much of my success to finding a job right after college can be attributed to my RIT education. After accepting a job offer in the beginning of November, I have had second thoughts that I may have committed too early. Ranked by Advertising Age as the number 1 Interactive Marketing Agency to look out for in 2011, Rosetta was just recently acquired by Publicis, a French company, for \$575 million. Though it was mentioned in the interview process that Publicis did not plan to change any business processes of Rosetta's, the unknown future still daunts me. That being the case and the research that I have accrued in my appendix, working on a part-time MBA while working for Rosetta is strongly encouraged.

Though it may be quite difficult to pursue, I can take as much time as I need since I already have a job. With this strategy, I can still choose to work at Rosetta for my entire career because at Rosetta, you do not necessarily need an MBA to move up the ladder faster. However, if I were looking to pursue another job within the industry, it may be a prerequisite to have an MBA for higher-level jobs. Having an MBA will only keep my options open and will make me become more of an analyzer of the market.

As an analyzer I would really only be involved in a low-risk situations because I would have a strong understanding of the market and not make any radical decisions without strong research. While working for Rosetta, I will have ample time to do my research and come up with a high-reward plan for my career.

How to Implement

My immediate family is the most involved stakeholders in my decision to accept the offer from Rosetta and work on a part-time MBA. Although my Mother and Father do not have a very strong understanding of the work I am aspiring to do post-graduation, they are both very supportive in my decision as to where to live and how to start my career down the right path. In order to have a successful career, I have come up with a top management team that is as diverse and heterogeneous as possible. To help with career choices and salary requirements, Professor Raj Murthy will offer his insights. To help make sure I continue to make the right ethical decisions, my high school baseball coach and mentor, Ryan Dera will stay updated of my career progress. My supervisor at Canon USA from my cooperative education, Rita Dubey, will be guide me down the right path of being an aspiring executive at the age of 35. Finally, my Mother and Father will be with me every step of the way for support.

Strategic alliances will help me achieve my overall vision of satisfying the needs of small and large corporations by helping them get recognized through various online marketing methods. To help me move up the ladder, I will continue to build my LinkedIn connections and be apart of groups online that have the same vision as me. I will also update my blog to try and find new followers with the same interests to connect with.

Finally, as a strategic entrepreneurship objective, I want to be a professional with managing PPC campaigns, properly optimizing websites and be fully adjusted to whatever changes the industry may take after 10 years or so in the industry,

New Mission: Graduating from Rochester Institute of Technology in May with a BS in New Media Marketing, I will work as an Associate with the Search and Media team at Rosetta Marketing Group in Cleveland, OH. Pursuing an MBA part-time will keep my options open if a new career endeavor ever arises.

Continued Vision: Satisfying the needs of small and large corporations by helping them get recognized through various online marketing methods.

New Values

- Want to be remembered for my work rather than how much I get paid
- Want to have a new project on a given day
- Want a fast-paced environment
- Want to be consulting with clients
- Want the opportunity to travel around the world

New Goals

- Study for and take GMAT exam by July 1, 2012
- Receive a raise after 6 months of working at Rosetta Marketing Group
- Promoted to Manager level after 2 years of working for Rosetta
- Complete my MBA by Summer of 2015
- Promoted to Associate Partner level after a total of 5 years with Rosetta
- Work in a large city for a large Interactive Marketing Firm by the fall of 2017
- Become a top-level executive in the Internet Marketing Agency at the age of 35

Appendix

DEFINITION

Mission: Graduating from Rochester Institute of Technology in May with a BS in New Media Marketing, I have currently accepted a position as an Associate with the Search and Media team at Rosetta Marketing Group in Cleveland, OH. As a PPC Specialist, I look to use my skills developed from RIT and from previous work experience and apply them to my job.

Vision: Satisfying the needs of small and large corporations by helping them get recognized through various online marketing methods.

Values

- Want a fast-paced environment
- Want to be consulting with clients
- Want the opportunity to travel around the world
- Want to live in a big city as a young professional

Goals

- Receive a raise after 6 months of working at Rosetta Marketing Group.
- Promoted to Manager level after 2 years of working for Rosetta.
- Work in Chicago, New York City or Los Angeles Office for a Large Interactive Marketing Firm by the fall of 2015.
- Become a top-level executive in the Internet Marketing Agency at the age of 33.

EXTERNAL ANALYSIS

Porter's Five Forces

Industry competition: Competitors in the Internet Marketing industry are all over the United States. As a result, I have the opportunity to work anywhere I choose (O₁). Considered to be one of the fastest growing fields, companies are willing to pay less for entry-level positions in Internet marketing because if the person does not like the pay, the company can find someone else just as qualified who would accept the pay (T₁).

Buyers: The Internet Marketing industry rapidly changes year after year. Therefore, companies like to hire young professionals out of college to offer their new insights (O₂, T₂) (Good now, could be threat later). As a booming field, recent college graduates are overwhelming Human Resource departments in the industry with resumes to enter the Internet marketing field (T₃).

Suppliers: The Saunders College of Business at RIT is ranked in the top 5% of all U.S. Business undergraduate programs in the United States by the U.S. News & World Report's America's Best Colleges (O₃). The Princeton review ranks E. Philip Saunders College of Business as one of "The Best 300 Business Schools". My work experience from my two cooperative education opportunities is a strong supplier of my knowledge within the field of Internet Marketing (O₄). These cooperative education opportunities along with my Professors at RIT have increased contacts and connections within the industry (O₅)

Substitute Products: Companies may decide to continue with traditional marketing methods because they prefer to maintain their connections rather than open it up to the world (T₄). Although Internet marketing is cheaper and easier to track, traditional marketing must always be prevalent for a corporation. Therefore, it still costs additional money to partake in Internet marketing. Companies may not want to spend their money in this industry (T₅)

Potential New Entrants: Individuals in their 30s who are looking for an entry-level position within the Internet Marketing agency are considered a potential new entrant (T₆). Individuals who are a little older with a Masters in a marketing area can also be considered a new entrant (T₇). A way to keep new entrants from replacing me is by building and maintaining relationships of individuals within the industry (Same as O₅). Also, RIT requiring two cooperative-education opportunities prior to graduation gives me a "leg-up" on other recent graduates (Same as O₄).

General Environmental Analysis

Demographics: Recent college graduates typically between the ages of 22-25 with degrees in a Marketing-related major would be going down the same type of career path as myself (T₈).

Economic/Environmental: As of January 2012, unemployment rate of an individual with a Bachelor's degree or higher is 4.2%. That figure is .3% better than the January 2011 figure. As of January 2012, the unemployment rate of individuals' aged 20-24 is 14.2%. That figure is exactly 5% better than the January 2011 statistic. Therefore, unemployment rate within my specific demographic entering the job market has improved over time (O₆).

Political/Legal: Although the bill was eventually denied, Congress essentially tried to censor online users from sharing information with one another. Companies such as Google, Wikipedia, YouTube, Reddit and many other companies were threatened by the SOPA and PIPA bill. Under the bill people who share information that is not legally theirs could be sentenced up to 5 years of jail time. If there were ever talks of passing a similar bill, the Internet Marketing industry could suffer (T₉)

Sociocultural: Since I want to work in the Internet Marketing industry, online trends are constantly changing (O₇, T₁₀). Consumers are spending more time on the Internet than ever before. In June 2005, 27% of people with Internet used it several times a day. Five years later, 38% of people reported use the Internet several times a day. Dependency of Internet has significantly increased. The Internet marketing industry is an industry with radically increasing user activity (O₈). People focus more on customization and personalization more than ever before (O₉). From this personalization, Social Media has become a major player in the industry. (O₁₀)

Technological: Companies are looking for individuals who have a technical background. Graduating from Rochester Institute of Technology automatically puts me into the category of a "technically savvy" student (O₁₁). Companies are recognizing the powerfulness of the Internet and are focusing much of their efforts online more than ever before (O₁₂). Having an analytics software to track user activity on a given website is now an industry standard (O₁₃).

Global: Corporations all over the world are noticing a need to market to users who are using the Internet. More opportunity arises to enter into this industry; however, competition globally continues to increase (O₁₄, T₁₁).

INTERNAL ANALYSIS

Resources, Capabilities & Core Competencies

Resources

Tangible:

Bachelor of Science in New Media Marketing – As mentioned, RIT is in the top 5% of all business undergraduate programs in the United States. Therefore, graduating from RIT with a highly specific major can benefit me greatly (S₁).

Money – I am very fortunate to not have to pay off any student loans after I graduate from college. Therefore, I may start my career already in the positive figures and not have to worry about loans (S₂).

Website – I have a website to help develop an online presence (S₃). My website includes: my resume, projects, contact information and a relevant blog.

Intangible:

Diverse Professional Network – My cooperative education experience has given me the opportunity to work for a small and large organization as well as meet Internet Marketing professionals in both the B2B and the B2C side. I also have close connections with multiple professors in the Saunders College of Business as well as other departments throughout RIT (S₄).

Cooperative Education Experience – Not many schools require students to complete cooperative education opportunities prior to graduation. Therefore, I may have a leg-up on my competition applying for the same type of positions (S₅)

Understanding of various marketing platforms – A majority of my technical learning for the Internet Marketing field has come from two classes offered at RIT. Internet Marketing and Search Engine Marketing and Analytics has given me a strong understanding of search engine optimization and search engine marketing. Understanding these two concepts and the different programs used to successfully complete these tasks will give me a strong foundation once I start my career within this industry (S₆).

Influencer on Social Media Platforms – With over 350 followers on Twitter, 100+ connections on LinkedIn and over 800 friends on Facebook, I have a large follower base that I engage regularly. Being apart of various social media platforms enhances my professional network (Same strength as Diverse Professional Network)

Strong organizational skills – The quarter system at RIT has forced me to become very organized and on-top of tasks. It is very hard to catch up once you fall behind in the quarter system. This has prepared me for the future in a fast-paced profession and makes me up for the challenge to take on any task thrown to me (S₇).

Capabilities

- Can boost a person or company's organic search ranking based off of SEO tactics (Same as S₆)
- Can create Google AdWords campaigns for individuals or companies (Same as S₆)
- Can implement and analyze Google Analytics into websites either synchronized or asynchronous (S₈)
- Can connect with people all over the world because of my strong standing with social media platforms (S₉)
- Can lead a team or group based off my strong organizational skills learned from Rochester Institute of Technology's quarter system (Same as S₇)

Core Competencies:	<i>Valuable</i>	<i>Rare</i>	<i>Costly to Imitate</i>	<i>Non-Substitutable</i>
RIT Education	Yes	Yes	Yes	Yes
Professional Network	Yes	No	Yes	Yes
Co-Op Experience	Yes	Yes	Yes	Yes
Online Presence	Yes	Yes	No	Yes

Value Chain Analysis

Primary Activities:

Inbound Logistics

Operations

Outbound Logistics

Marketing & Sales

Service

Support Activities:

Firm Infrastructure

HRM

Technology

Procurement

Inbound Logistics – Since I have not been apart of a consulting-focused industry as an internship, I may not understand the company processes on a given day. Before, I always would input my hours on a time sheet. In a consulting industry, you work as long as you need to in order to produce the greater good for the client. It may take time to get used to that concept (W₁).

Operations – Although I have had previous cooperative education experience working for both a large and a small organization, I have never had an internship that has been consulting-focused. The Internet marketing field is heavily focused on relaying information back to the client. Even though I feel like I have strong communication skills, never having previous work experience in this type of field can hurt (W₂). Also, as an intern within an organization, you are not given as heavy as a workload as a full-time employee. The Internet Marketing field is very fast-paced. Being thrown right into the mix with clients could be difficult at first (W₃).

Service – In the consulting-focused Internet marketing industry, providing the best service to your clients is a necessity. Maintaining contact and presenting the best viable options to the client is needed in order to be a successful business.

Firm Infrastructure – Having lived in Central New York my entire life, moving to a big city may be a culture shock (W₄). Having just accepting a position with Rosetta in Cleveland, OH, my family is 6 hours away from me. Since I will be living alone with no family or friends around, there is a possibility of me getting homesick (W₅).

Technology – Keeping up with trends in the Internet marketing industry can be a challenge (W₆). Although I feel like I have a strong understanding of various online marketing platforms, I do not have one specific platform that I can consider myself advanced with (W₇).

SWOT ANALYSIS

	<p>Opportunities</p> <ol style="list-style-type: none"> 1. Can work anywhere 2. Hire young pros 3. RIT top bus. school 4. Co-Op experience 5. Professor connections 6. Improved unemployment rate 7. Changing online trends 8. Increased user activity 9. Personalization and customization 10. Rise of Social Media 11. Viewed as tech savvy 12. Power of Internet 13. The need for analytics 14. Competition globally 	<p>Threats</p> <ol style="list-style-type: none"> 1. Many students trying to buy in 2. Hire young pros 3. Too many entering the market 4. Stick to traditional marketing 5. Company's not spending money 6. Experienced looking to enter marketing industry 7. Individuals with Masters 8. Recent college grads with same ambitions 9. Risk of regulation 10. Changing online trends 11. Competition globally
<p>Strengths</p> <ol style="list-style-type: none"> 1. RIT New Media Marketing Graduate 2. Not owe college loans 3. Own personal website 4. Strong connections 5. Co-Op Experience 6. Strong understanding of SEO and SEM 7. Organizational skills 8. Implement Analytics 9. Social Media influencer 	<p>S₁S₄S₅O₆ S₂S₆O₂O₆O₁₃ S₁S₄O₁O₁₄</p>	<p>S₆S₄S₂T₃</p>
<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Learning curve with consulting industry 2. Lack work experience in consulting 3. Potential to be overwhelmed 4. Culture Shock 5. Homesick potential 6. Keeping up with trends 7. Not advanced with programs 	<p>W₁O₁₁O₁₂ W₅O₁O₁₀O₁₂</p>	<p>W₂W₇T₇ W₂T₁T₁₁</p>

Tactical Options

(A, B) S₁S₄S₅O₆ – As an RIT Graduate with strong connections and work experience, a tactical option would be to enter the consulting-focused Internet Marketing field while the unemployment rate continues to improve.

(A, B) S₂S₆O₂O₆O₁₃ – With a strong understanding of SEO and SEM and the need for analytics becoming a standard in the industry, a tactical option may be to join a marketing agency and become an analytics analyst.

(A) S₁S₄O₁O₁₄ – An RIT diploma paired with strong connections will grant me the opportunity to travel anywhere in the world. As a value to have the opportunity to travel around the world, my two strengths will allow me to work at any geographical location.

(A) S₆S₄S₂T₃ – With a strong understanding of search engine optimization and search engine marketing, I would be able to utilize my strong connections to start my own business. Since there is a saturation of individuals within the same demographic entering the Internet marketing industry, I could take advantage of not having any college loans and look to start my own agency.

(A, B) W₁O₁₁O₁₃ – There will be a large learning curve when entering the consulting industry. I can take advantage of myself being tech savvy and use the powerfulness of the Internet to pick up a given task faster and easier than others.

(A, B) W₅O₁O₁₀O₁₂ – Since I will be so far away from family and friends, I may get homesick. Therefore, as Social Media continues to rise and the option to work from home increases, I may look to utilize the powerfulness of the Internet and work from home more often than not. I may want to find a company that allows me to work from home if need be.

(A, B) W₂W₇T₇ – With a lack of work experience in the consulting industry and not being advanced in marketing programs, I am up against individuals with Masters degrees. Therefore, a tactical option would be to get my Masters degree at a young age so that I can still enter the marketing agency as a young professional. Another option could be to take advantage of the offer and move up the ladder at Rosetta without pursuing a Masters.

(A) W₂T₁T₁₁ – With a lack of work experience in the consulting industry and many students trying to enter into that market, I may take advantage of competition globally and look to do more of a non-consulting focused profession in the future.

Strategic Options

Strategy A: Start at Rosetta while doing a part-time MBA

Corporate-Level Strategy: Starting at Rosetta but leaving my options open to branch off to a different organization will give me full flexibility in my career. In a highly growing field with an immense amount of outsiders looking to enter, already being in the industry is important. I will look to hone my skills and become more advanced on Internet marketing platforms while still keeping my options open for the future by partaking in a part-time MBA.

Business-Level Strategy: Analyzer and Low-Cost Leadership – Since I already have accepted a position, I am in a low-risk situation. However, I am still want high reward by keeping my options open by completing a part-time MBA while working for Rosetta.

Strategy B: Stay with Rosetta for entire career

Corporate-Level Strategy: I should be flattered to have been offered a position by a company that was ranked by Advertising Age as the Number 1 business to keep an eye on in 2011. You do not necessarily need an MBA to move up the corporate ladder and Rosetta. Therefore, I should stick with a company that has a bright future and follow the track to become a Partner of the company 10 years down the road.

Business-Level Strategy: Defender and Focused Differentiation – In this scenario, I would be a defender because there is no risk and I should hold on to what I have. As a focused differentiation individual, I would be limited to just working with the same organization under the PPC team.