

HOW CAN WE HELP TRAIN STUDENTS FOR THE MRX INDUSTRY?

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THERE'S A TALENT PIPELINE PROBLEM IN MRX

- Limited exposure for undergraduates
- Internships and entry-level jobs are disappearing
 - Very few junior PD roles or Call Center Interviewers who get promoted
 - Clients expect that agencies will train entry level employees
 - Agencies' budgets are cut short with more clint work being moved in-house or with DIY software

AI VS. GEN Z: COMPETING FOR JOBS

Entry-level jobs that once served as **stepping stones are vanishing**. In fields like law, finance, and tech, tasks traditionally assigned to junior staff are either being **fully automated** or completed more quickly by fewer workers using AI.

One study found that developers using AI saw a **26% boost** in productivity, and, in the months after ChatGPT's release, freelance job postings for software and web development roles **fell 21%**.

- Over one-third of U.S. managers say they'd **prefer AI to Gen Z hires**. 45% would rather hire a freelancer or a former employee. Why? Gen Zers lack "real-world experience," don't work well on teams, and **cost too much to train**.

With fewer white-collar roles available, 52% **of college grads** now work in jobs that don't require a degree, up from 44% in 2016.



INTRODUCING THE MARKETING RESEARCH COMPETITION

- Real-world live case based competition for undergrads and grads
- Real brand challenges, real data
 - Previous clients: Johnsonville, McDonald's and Purina
- Accessible, inclusive, and mentorship-focused



SMALL BUT MIGHTY— AND GROWING

- Hundreds of students across the U.S. have participated
- Real-world impact with national brands
- Universities with limited resources are participating





WHY IT MATTERS TO THE INDUSTRY

- Offers early exposure to MR for students
- Trains professors who are not current on the latest technologies and trends
- An opportunity to give back and mentor



WE'RE READY TO GROW—WITH YOUR HELP

- Seeking brand partners, university collaborators
- Judges, mentors, and donors
- Simple engagement paths for all levels



BEHIND THE SCENES OF THE COMPETITION

- Teams work on real data and real challenges
- Guided by professors and mentors
- Judged by industry professionals

WE'D LOVE TO WORK WITH YOU

- Visit: www.marketingresearchcompetition.com



- Be a mentor
- Judge the final reports
- Fund the future



QUESTIONS?