# 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 Al.

One study found that developers using Al 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 Al 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.

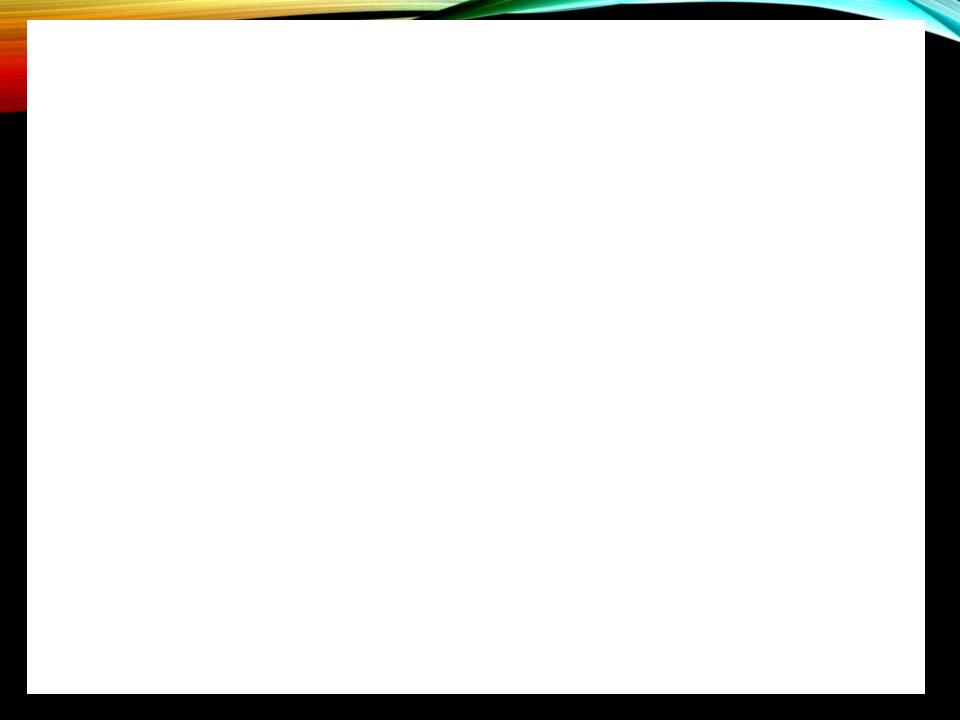
With fewer white-collar roles available, 52% of college grads now work in jobs that don't require a degree, up from 44% in 2016.

## 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: <u>www.marketingresearchcompetition.com</u>



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

#### QUESTIONS?