THURSDAY CAREERS CHATS	
Date of Session: 10-27-11	Title of Session: Careers in Market Research
Alumni Presenter: Kelly Startzel	Class Year: 1998
Title: Vice President	Employer: Nielsen BASES
Notes from Session:	
<ul> <li>Started at Nielsen in the summer of '98, sa member of.</li> <li>There were no academics or experiences</li> <li>She finds that working at Nielsen allows fenjoys the Nielsen sports teams too!)</li> <li>Started as a Research Analyst (She's still</li> <li>A Research analyst works closely with the might purchase, whether there's a good valued advertise, how much money should be specified.</li> </ul>	
online ratings (anew service)	rs are watching and buying
She focuses on new product development to develop a new line, like quadruple-stuffe 1-Ideation     -White space research: talking to constant.	

- 2-Concept development (benefits of product, what name would be, cost, etc.)
- 3-Market testing (are consumers responding positively, how likely are they to purchase, how often will they purchase)
- 4-Price acceptance research (talk to consumers to determine ultimate price)
- 5-Launch (what should the advertising look like)
- -Copy testing: test multiple versions of commercial; package testing
- 6-Assessment (measure ad effectiveness, marketing mix studies to assess)

## Getting a Job in Market Research

- Backgrounds of candidates are varied (not a lot of hires with market research undergrad)
- · Liberal arts background is great (liberal arts students are bright, can write well, are confident, can interact and do presentations)
- They also look for analytical thinkers, candidates that are motivated by continued learning
- Candidates take an assessment (math and writing sample evaluation of a "new product")
- HR doesn't do interviews, people in the job do it

## Job Search Tips

- Resumes are progressively getting more impressive with quality (make sure to keep length to 1 page), focus on most relevant info.
- If you're taking the time to write a cover letter, make it different from the resume (play up things on your resume or the success associated with something on your resume)
- Don't be afraid to sell yourself in an interview (what have you excelled at, feedback from your professors and supervisors)