

10 Things We Should be Teaching Marketing Majors, but Aren't

JERRY RACKLEY
EXECUTIVE-IN-RESIDENCE
- OKLAHOMA STATE UNIVERSITY



Background



Who is this guy?

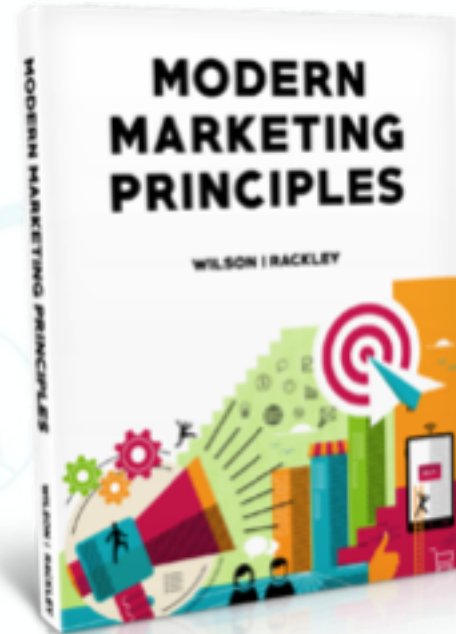


Executive-in-Residence
Spears School of Business



Industry marketing consultant

JERRY RACKLEY
@jrackman



Student author!



Disclaimers

- ✓ The order isn't that meaningful, except for #1
- ✓ These are my opinion – not a scathing indictment of our system!
- ✓ They come from experience: one foot in academia, the other in industry
(Plus, years of students coming to me post-graduation)



The long read

Why we should bulldoze the business school

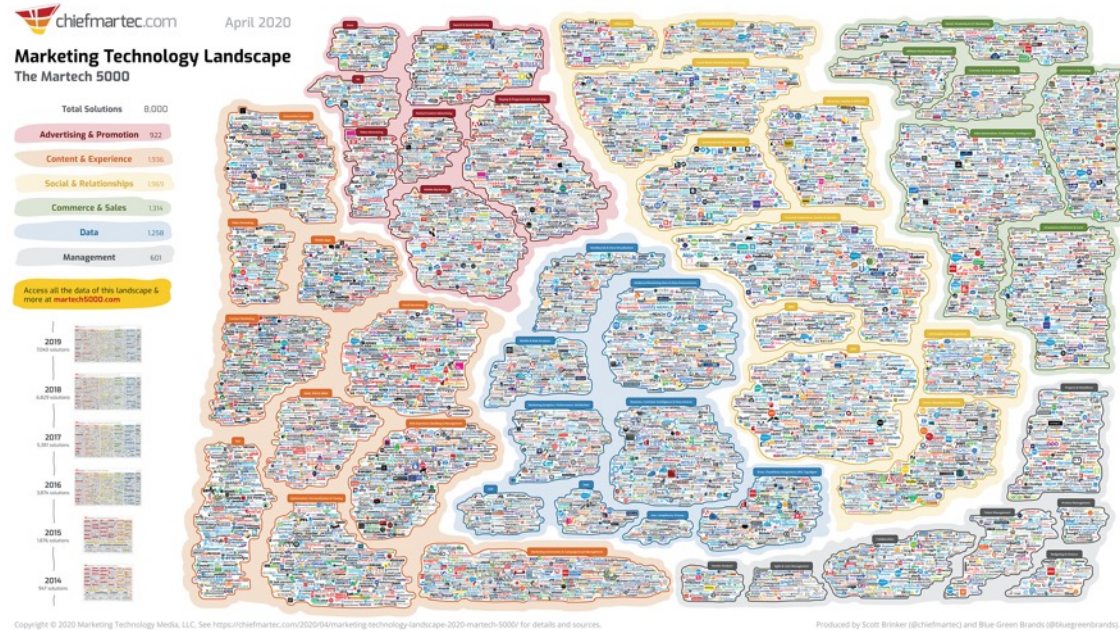
By Martin Parker
April 27, 2018

#10: Technology

Marketers must learn core technologies:

- ✓ Marketing Automation
- ✓ CRM
- ✓ Analytics

JERRY RACKLEY
@jrackman



#9: Design

Marketers need to know (at least) the basics of design.



#9: Design

Marketers need to know (at least) the basics of design.

...and so our feedback can be meaningful!

JERRY RACKLEY
@jrackman



#8: Time & Project Management

Marketers must learn how to juggle several key projects simultaneously.

JERRY RACKLEY
@jrackman



#7: Communication

- ✓ Intra- and inter-team communications
- ✓ Write good well!
- ✓ Nuances



#6: Know the Business

Great marketers know more than just marketing.



#5: Accountability

Marketers have to take some risks, but be willing to “own” the outcomes.

JERRY RACKLEY
@jrackman



#4: Politics

Office “politics” prevail in many firms.



#3: Leadership

In the CEO's view, which department is most involved in setting strategy?

- A. Finance
- B. Operations
- C. Marketing
- D. Sales
- E. General management

JERRY RACKLEY
@jrackman



Source: Barta, T., Barwise, P., *The 12 Powers of a Marketing Leader*, 2016, N = 67,278 executive profiles.



#2: Culture

Marketers need to understand the importance of culture, and be:

- ✓ Intolerant of dysfunctional culture
- ✓ Ambassadors of healthy culture



#1: Money isn't Everything

What work should we teach our students to pursue?

- ✓ Purpose
- ✓ Autonomy
- ✓ Mastery

Source: Daniel Pink. "Drive"

JERRY RACKLEY
@jrackman



Your turn...

What else should be on
this list?











Thank You

Comments welcome!

jerry.rackley@okstate.edu

JERRY RACKLEY
@jrackman

