

Tales From the Other Side-

What Marketing Agencies Wish Professors Knew... (and what we wish they knew too!)

Ryan Russell

Lecturer of Marketing
- The University of Tennessee at
Chattanooga





Sorry, the videos a bit
NSFW.
But he's not alone.



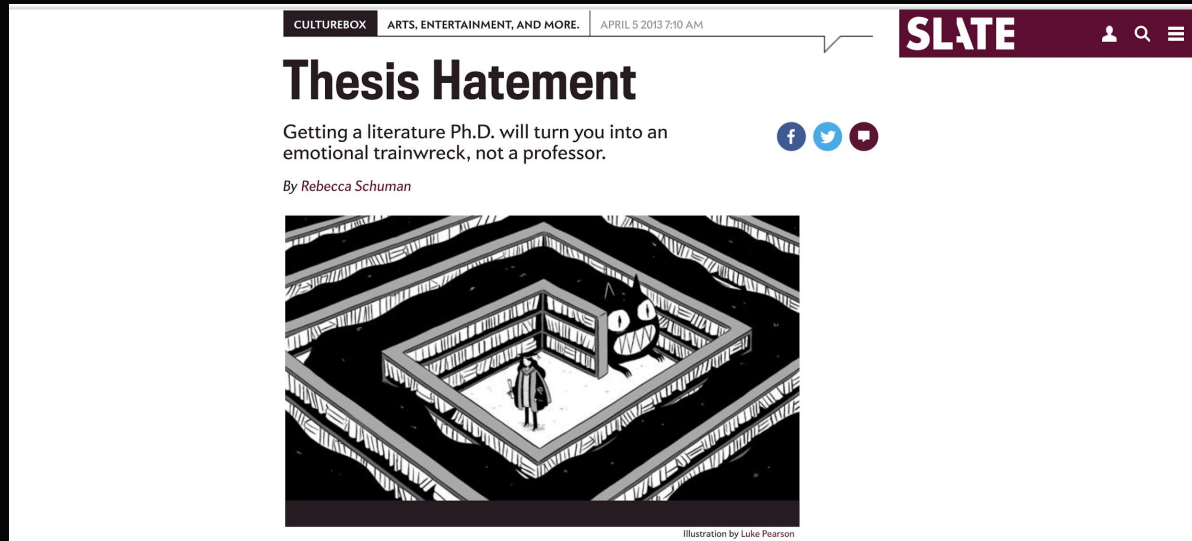
- Only 28% of UK students said their business studies degrees were a good value for the money (SAES 2018)
- Only 32.2% of marketers find their degree “very useful.” (2019 Career & Salary Survey)



We're not helping.



- Our classes are more crowded and less personable.
- You're more stressed than you've ever been.
- You don't know what you don't know.
- Let's be frank: A lot of the time, the acclaim comes from the research, not from developing relationships in the marketplace.



When marketing academics and marketing agencies don't develop strong relationships,
both sides lose.

Also, remember students?



Here's why I care:



I am a marketing lecturer.
I love my students.

Ryan Russell
@RyanWPRussell

LIFT
MEDIA GROUP

I own an agency.
I love my clients.



So I asked three marketing agency professionals what they wish marketing professors knew.

Then I asked three marketing professors what they wished marketing agencies knew.

Spenser Kernea

Vice-President of Strategy
and Analytics

The Johnson Group
Chattanooga, TN

Ryan Russell
@RyanWPRussell



“The world changes, deadlines change, goals change, platforms change, even what works changes. Teach them how to think and process data and information into communication and action.”



Gene De Libero

Chief Strategy Officer and
Head of Consulting

GeekHive

New York, NY

Ryan Russell
@RyanWPRussell



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"My first reaction is to say that the frustration is warranted. Most schools offer programs that are still rooted in the early days of print and television marketing, with instructors with no real practice in the digital space. However, if I think about it a bit more, what are these marketing agency hiring managers expecting? The degree proves the candidate was structured enough to make through four years of college but not much more. Curricula needs to be consistently revamped, just like clients expect from agencies.

What does higher education need to understand about the digital marketing industry better? The answer is "everything." Most program administrators know nothing about marketing, let alone digital marketing, and often the people they hire to teach are almost as clueless. Put the right people in charge of building the programs and get out of their way. Let them hire the right people and develop curricula that make sense for today's (and tomorrow's) students."



David Pemberton

Senior Producer, Original
Content Development

Scribd
San Francisco, CA

Ryan Russell
@RyanWPRussell



"I wish professors were more likely to provide baseline guides to success, including the development of soft skills and the fine-tuning of work ethic. If marketing fails, it always tracks back to a lack of fundamentals."



My Conclusions:

- Many agency owners do not know what courses marketing students have taken.
- Many agency owners do not have regular engagement with academia.
- Many would like to be more involved with higher education for personal, altruistic, and professional purposes.



I unequivocally believe that
higher education can benefit
marketing agencies.



Dr. Alycia Franklin

Associate Professor of
Practice

The University of
Tennessee at Chattanooga

Ryan Russell
@RyanWPRussell



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"I can understand the various points of view. However, as professors, we must teach the students the basics or foundations in order to understand the concepts they would like our students to have. We help them build their foundations. We teach them strategies, theories, major concepts so they can take these and understand industry needs. Every company, agency, etc, has different needs. Therefore, we prepare them with the ability to build upon the basics and adjust to a variety of requirements.





Dr. Kristy McManus

Senior Lecturer

The University of Georgia

"I think it is important for agencies to understand that there may be some transition time from student to employee. My students are extremely grade-driven and want a rubric/checklist for all assignments. I try to avoid this as much as possible because I know that their manager will not assign them a task that is broken down in this way. Our students graduate with a solid grasp of the concepts, but I want them to be career ready. That means that when their boss assigns them a task, they do not panic about needing every detail spelled out for them. They need to be able to use the tools we have given them to think critically and act professionally."

Dr. Beverly Brockman

Incoming Dean of The
Schroder Family College
of Business

The University of
Evansville

Ryan Russell
@RyanWPRussell



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"One of the challenges for faculty is that we do have a theoretical base of concepts that must be covered to ensure students have a strong academic background in the discipline.

There's also some AACSB requirements that must be met. Covering the theory consistently, ensuring that all students are exposed to it, means that it's sometimes challenging to incorporate "real world" projects, especially when the class is large."



Dr. Thomas Chase Hagood

Director of the Division of
Academic Enhancement

The University of Georgia

Ryan Russell
@RyanWPRussell



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“I wish industry partners would communicate what they mean by “real-world ready” and then trust their partners inside higher ed to weigh that definition against the purposes of higher-ed and meet the demands as we can given our values and resources.”



My Conclusions:

- Many professors feel time constraints to develop these professional relationships.
- Many professors do not know the proper questions to ask and the proper places to learn about emerging careers.
- Many professors would like greater collaboration from their Career Services team or Libraries and other on-campus support services.

College Professor



What my friends think I do



What my students think I do



What my colleagues think I do



What my parents think I do



What I think I do



What I actually do

- Develop an advisory board.
- Create two-way value for the agency.
- Leverage your class time and on-campus facilities.
- Leverage your University's marketing resources
 - .EDU links can really help an agency's SEO!
- Rekindle your love of marketing.



By the way, there is hope!

Gary V. actually spoke at UTC!

