

Professional Social Networks

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Resources for Professional Development and Career Networking

The marketing field can be challenging, competitive, and frequently unforgiving. Fortunately, there are many professional organizations and support systems in place for marketing practitioners, including social networks that provide a means to share tips, job leads, case studies, and mutual support for colleagues facing common problems. Successful professionals will make use of these resources as well as supply their own contributions to the expanding field of knowledge and best practices.

By networking through professional organizations and postings on social networks, you may also help employers to find and recruit you! Check out the following annotated resources that you may find useful as part of your career development in marketing and related occupations. Please spend 3 hours giving a brief visit to each of these websites, then return to the sites that seem best suited for your needs, and explore these well-suited sites for further information.

Marketing Power

The screenshot shows the homepage of the Marketing Power website, which is part of the American Marketing Association. The header includes the site name 'marketingpower' and navigation tabs for 'RESOURCE LIBRARY', 'EVENTS', 'CAREER MANAGEMENT', and 'COMMUNITY'. A search bar and 'ABOUT THE AMA' link are also present. The main content area features a large banner for 'CEM who is leading the way?' with a 'WEEKLY POLL' titled 'What is your biggest brand advocacy challenge?'. The poll options are: 'Identifying key brand advocates', 'Engaging brand advocates', 'Measuring ROI of brand advocacy', and 'Resourcing a brand advocacy program'. Below the banner, there are sections for 'UPCOMING EVENTS' (listing 'Social Media for B-to-B - Chicago', 'Virtual XChange: Social Media 2013: New Strategies for Driving Traffic, Engagement and Conversions', and 'SEO in 2012: New York, NY'), 'EXPLORE' (with links for 'Upcoming Events', 'AMA Publications', 'Job Board', and 'Find a Chapter'), 'LEARN MORE' (with links for 'Analytics with Purpose', 'Trust Management', 'Aligning Marketing and IT', 'Toughest Brand Challenge', and 'Understanding Gen Mobile'), and 'Join the AMA!' (with 'Connect With Us!' and 'Subscribe to our Newsletters'). A 'Search For Vendors' button is also visible. On the right side, there is a 'GfK' logo and a 'Your Business Innovation Partner' section. At the bottom right, there is an 'ANALYTICS' section with the text 'Mine Big Data to find priceless growth opportunities.' and a 'CLICK FOR HARVARD BUSINESS REVIEW REPORT' button, along with the 'sas' logo and the tagline 'THE POWER TO KNOW.'.

Marketing Power: <http://www.marketingpower.com/>

Saylor URL: www.saylor.org/bus203#7.3

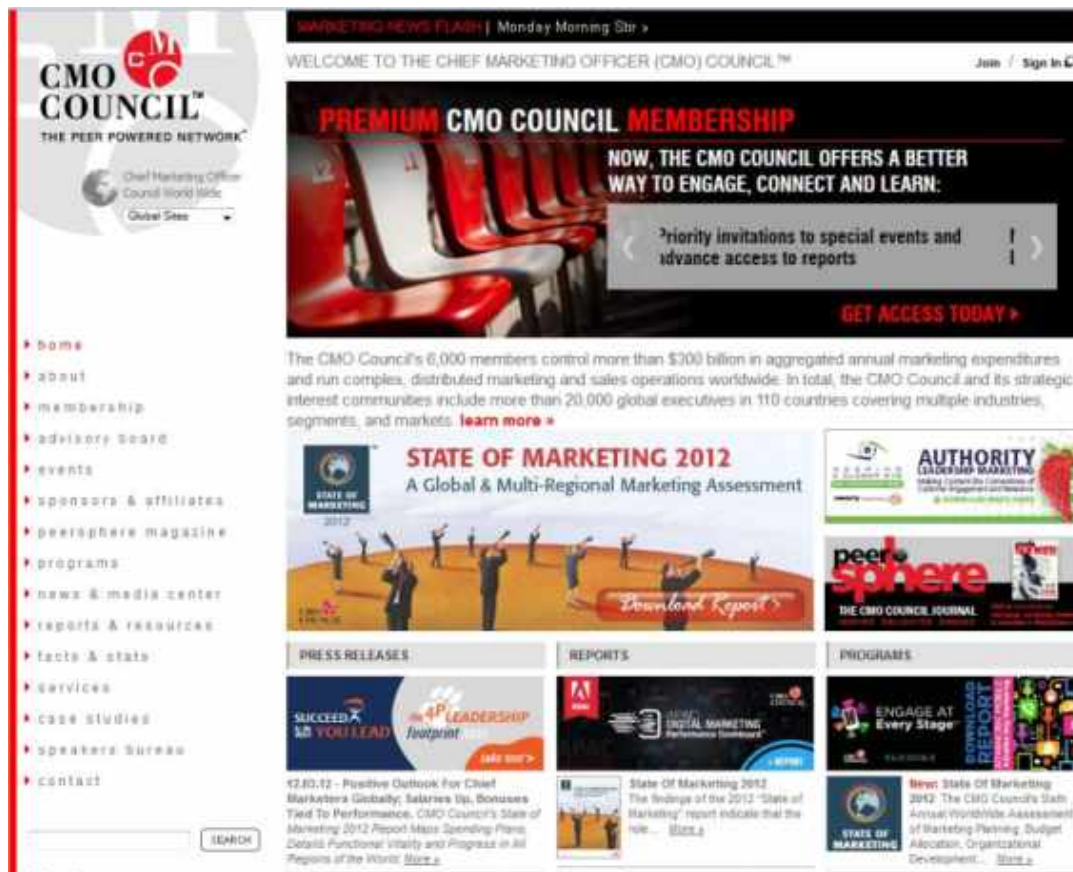
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MarketingPower.com is the home of the American Marketing Association. Their website provides visitors and AMA members with "information, products, and services required to succeed in their careers." Be sure to check the Job Board to search positions and post a resume as well as the Resource Library for a useful assortment of articles and white papers on marketing topics.

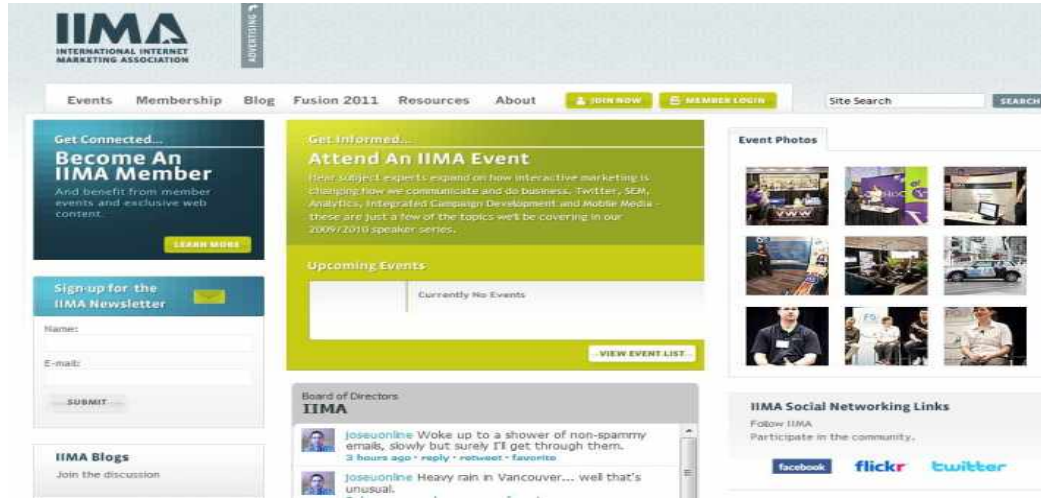
The Chief Marketing Officer Council



Chief Marketing Officer Council: <http://www.cmocouncil.org/>

The CMO Council website offers free top-tier resources for non-members, including facts and stats for internet marketing and direct marketing as well as links to regional updates worldwide.

International Internet Marketing Association



IIMA: <http://www.iimaonline.org/>

Since 1998, the IIMA has worked "to bring marketers, agencies, and professionals together to discuss the capabilities and potential of Internet marketing." The website's "Resources" webpage provides useful links for SEO, marketing data, e-mail marketing, vendors, conferences, and education.

International Association of Business Communicators



IABC: <http://http://www.iabc.com/>

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On the International Association of Business Communicators website, click the “Jobs” tab to view job and internship opportunities, post your resume, and set up job alerts. You can also find a number of free resources for education, publications, and research.

Public Relations Society of America Job Center

PRSA jobcenter Search Jobs

PRSA Public Relations, Marketing and Communications Jobs

Job Seekers **Career Resources** **Education Resources** **Employers** **MyPRSA Account Profile**

Simplifying Your Search

Gaining an Advantage

Starting Out in Public Relations

Receiving Career Advice

Posting Jobs

PRSA Jobcenter puts more than 2,000 public relations, communications and marketing jobs within easy reach. Search jobs by keyword, job function, industry, organizational setting, job type or location. Or, use customized alerts and RSS feeds to deliver newly posted jobs right to your inbox.

ONLINE MA PROGRAM IN MEDIA & COMMUNICATION

For those seeking career advancement or enhancement in media and communication

School of Media and Communication
smc.bgsu.edu **BGSU.**

Latest Jobs

- Vice President for Strategic Marketing and Communications**
PA
Temple University
- Communications Coordinator**
Houston, TX
United States Professional Tennis Association
- Interim Communication Manager (3 months)**
Riverdale, New York
Manhattan College
- Public Relations (PR) Account Manager Public Affairs**
Washington, DC
Waggener Edstrom Worldwide
- ASSOCIATE DIRECTOR, COMMUNICATIONS (#20094267)**
New York, New York City - Manhattan
New York University

[View All Jobs](#)

Employer Features

- Job Posting Benefits**
Find out how PRSA Jobcenter gives your job maximum exposure.
- Products and Pricing**
Post a single job, get discounts for multiple postings; search more than 10,000 résumés and more.
- Special Pricing Options**
Discounted pricing is available for internships, as well as entry-level and freelance positions.

Special 25% Discounts

College and University Pricing
Post a job for only \$150. Colleges and universities can recruit for faculty, marketing, communications and public relations positions.

Selected employers qualify for a special 25 percent discount:

Job Seeker Quick Links

- Search Jobs
- Post Resumes
- Career Resources
- Ask the Experts
- Salary Information
- Specialization Areas
- PRSA Website

Job Seeker Login

Employer Quick Links

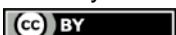
- Post Jobs
- Products and Pricing
- Job Posting Benefits
- Search Resumes
- Job Posting Upgrades
- Job Board Deals

Public Relations Society of America Job Center: <http://www.prsa.org/jobcenter/>

On the PRSA website you can find postings by employers and job seekers. Under the “Education Resources” tab, you will find professional development resources for entry-level through senior-level PR practitioners.

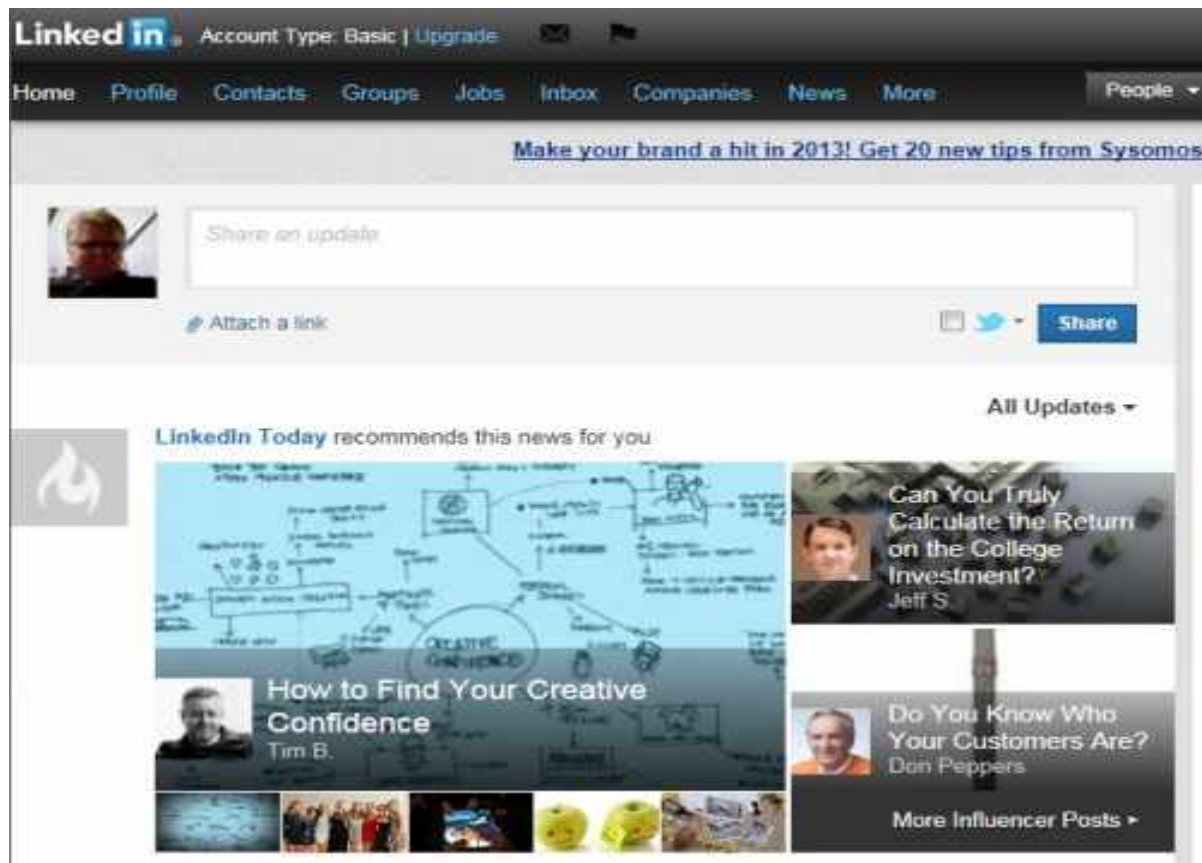
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LinkedIn



LinkedIn: <http://www.linkedin.com>

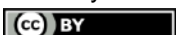
LinkedIn is a free social-networking resource with a primarily business bent. You can connect with other professionals in your field; track your friends and colleagues as they progress in their careers; network for employment opportunities; post a portfolio of your work in order to help employers to find you; join professional groups in fields such as marketing, e-marketing, job recruitment, and social media marketing; or start a group of your own. You are also able to research company listings, follow their postings for company news and job openings, and gain inside insights into a company's activities and developments. If you only join one social network for your career growth, this should well be it.

Personal Development

Marketing—like most specialized fields in business and public affairs—requires a high degree of interpersonal interactions and social skills. The following tips may help with stressful situations of meetings, presentations, and just small-talk schmoozing at business parties.

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- If you have a difficult time with public speaking or interpersonal interactions, you may want to find a Toastmaster’s organization near you for some low-stress and supportive practice.
- When making presentations, expect hard questions and draft out your responses in advance—especially for the questions you may not want to answer.
- Do not be afraid to admit that you do not know the answer to a question; instead, offer to find the answer and get back to the asker as soon as possible. Never respond to questions based on unfamiliar facts.
- Do not rush when answering any questions. Do not feel obliged to fill the quiet after a tricky question. Just pause, think, and then answer.
- Do not use professional jargon. Keep your message simple but not condescending. People often hide incompetence behind jargon.
- Always dress your part, projecting a cool, clean-cut professional image. Dress up or down as the circumstance dictates.
- Project enthusiasm for your messages. That attitude is contagious. Remember that if you are not excited about your message, then the listener never will be.
- Do not be untruthful, but also do not feel the need to be hurtful. Do not say someone looks unwell, sick, or tired. This will do nothing to further conversation and only make the person uncomfortable. Remember silence is an option.

Personal development guru Dale Carnegie had many best tips for effective human relations in the art of “how to win friends and influence people” including:

- “You can make more friends in two months by becoming really interested in other people than you can in two years by getting other people interested in you.”
- People typically respond very badly to criticism, even if it is of someone else, so “speak ill of no one and speak all the good you know of everyone.”
- People yearn to be appreciated, so always keep a “thank you” on your lips.
- “Arouse in others an eager want,” or just talk about what it is that they desire, and find ways you can help them to achieve it.

Overcoming Self-Doubt

One of the most debilitating obstacles to our success is self-doubt—doubts in our own abilities, or doubts that we deserve the success we hope to achieve. The following YouTube video tries to address some of the rudimentary causes and afflictions of such doubt. Please click on the link below, and view this brief video.

We're Big Too

“There are 100 billion neurons in the adult human brain, and each neuron makes something like 1,000 to 10,000 contacts with other neurons in the brain. Based on this, people have calculated that the number of permutations and combinations of brain activity exceeds the number of elementary particles in the universe.”

— Neuroscientist Vilayanur Ramachandran
on TED.com

Self-Doubt: The Greatest Evil (YouTube): <http://youtu.be/tRQEJ1Hgnx4>

Summary:

- There are a number of professional resources worth visiting that help the marketing professional engage in exchanges of information, leads, and mutual support.
- Social networks such as LinkedIn allow us to post portfolios of our work, join online professional groups, and help potential employers find us.
- Marketing success requires a high-degree of interpersonal skills such as simple but enthusiastic presentation, advanced preparation of thoughts, and sensitivity to the needs of others.
- We should not allow self-doubt to detract from our success and the good we might accomplish.