

Transcript of “BComm Experience: Marketing Management”

Video title: BComm Experience: Marketing Management

Date recorded: Fall 2015

Running time: 2 minutes 53 seconds

Summary

This video was filmed at the University of Guelph’s main campus and features two marketing student speakers: Michelle Rai and Ashwin Lal. In this video, they discuss different aspects of their experience in the Marketing Management major. In addition to their commentary, the video includes footage of the campus and a number of still photos.

Descriptive Transcript

VIDEO: The video starts with music and footage of various University of Guelph landmarks including the University of Guelph sign, science complex, cannon and Winegard Walk. Text appears “B.Comm Experience Marketing Management.”

ASHWIN: The great thing about the marketing management major is that it allows you to take a bunch of intro classes now whether it be intro to a different field of marketing or a different field of business it gives you that leeway of taking those courses so you can really test the waters of it right before you dive into it.

VIDEO: Footage of a group of students studying together, the Gryphon holding a sign at an event in the University Centre, a wide shot of Johnston Green.

MICHELLE: The business program here at Guelph gave me the opportunity to compete in a competition called Gryphons' Den where the business students work on a business idea for twelve-weeks. You present your idea to a panel of industry representatives. With all of our hard work we actually came first place. This opportunity at Gryphons' Den has taught me how to think, act and work like an entrepreneur.

VIDEO: Various still photos of students showing aspects of student life: group photos of students jumping in unison, posing in a circle, and in professional attire.

MICHELLE: I've been fortunate enough to have three amazing internships because of the extensive marketing courses we take I was able to have such a strong understanding of marketing when I was in my internships.

VIDEO: Footage from UC, time-lapse footage of students walking through the UC courtyard, two students studying in a lounge.

MICHELLE: This past semester I was as a part of the JDC Guelph team specifically on the marketing discipline. JDC is a prestigious Canadian-wide case competition.

ASHWIN: You compete in four different categories there's sports there's social there's debate and then there's academics.

MICHELLE: JDC as a whole taught me that I really like presenting and tackling business case problems with a great team. The College of Business and Economics Students' Association is the team at Guelph that represents 3,500 business students this is my second year on the team as vice president of external affairs. I oversee the portfolios of marketing and sponsorship. The sponsorship aspect on the team has taught me many different types of sales skills and how to talk to corporate representatives.

ASHWIN: I myself am the president of the College of Business and Economics Students' Association. A huge thing that I'm getting out it is how to manage relationships.

MICHELLE: I'd love to be a brand manager for one of my favourite products. As a brand manager I'd have the opportunity to tap into my interests of being an entrepreneur this is because you get to manage the brand as a whole in terms of how it's advertised and all the strategy behind it.

MICHELLE: The Guelph business program has taught me so much and I wouldn't be the same person without that experience today.

ASHWIN: The learning that you get out of it is not just from the classroom it's for the stuff that you learn when you're on campus it's the opportunities that you have because the University of Guelph sets it up for you. You're ready for the real world and I wouldn't have had that if I didn't come here.

VIDEO: Footage of the University of Guelph campus and of business students featured in all of the BComm experience videos. Text appears: "Be a part of our community. Guelph's Bachelor of Commerce program."