

From Student to Industry Case Study

Abstract:

Gayle Kerr launched a discussion around the transition of graduate students to industry, looking at both the skills needed in new graduates and the best ways to connect them with industry. Gayle asked her participants to provide their own advice and experience in how they connected with their advertising, marketing, PR or international business industry.

Introduction

Both universities and the advertising industry will never be the same again. This discussion brings together some of advertising's leading minds in order to provide a vision of the future for QUT students, as well as some good advice for employability.

There were a number of goals set out for this discussion. The first is to demonstrate to students a new and innovative method of research - collective intelligence. The second is to build a strong community of advertising thought leaders to discuss important and potentially industry-shaping topics. And the third output will provide good evidence and excellent advice on how QUT students can prepare themselves for a career in advertising.

Case Study Review

The discussion was opened in the first semester of the school year, with leaders and experts from within the advertising and marketing sphere invited to participate. Each topic posed a question focused around the skills and career preparation needed for QUT students upon graduation. After the discussion had concluded, the host had decided to re-open it during the second semester of the school year. The second round of the discussion expanded its focus industry to include the business sector as a whole, with more participants invited from varying professional backgrounds. There were a total of 8 topics and 75 comments generated from 18 active contributors of the 34 participants involved. Of these 75 comments, 49 were highlighted and allocated under one of the 11 ideations created by the host. The ideations provided actionable advice on how graduate students can improve their chances of employability, including what traits are in demand and how best to connect to get involved in their chosen industry.

Outcome

Gayle was able to use the information and data collected from her discussion to deliver a lecture on the key insights, which aimed to help her students at QUT develop their career strategy.



About Gayle Kerr

Gayle's current research focuses on consumer empowerment and engagement, examining it across platforms such as blogs, online brand communities, social network sites and online lobby groups. She has researched engagement across different contexts such as paid, owned and earned media; the Elaboration Likelihood Model; engagement with brands and with devices. She's also explored engagement and empowerment in the advertising self-regulatory environment, including the role of online lobby groups. Gayle has published over 80 peer reviewed articles and conference papers, and is the co-author of the highest selling marketing communication textbook in Australia, the founding President of the Australia and NZ Academy of Advertising and the first non-US member of the Executive of the American Academy of Advertising.



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