

# *My experience building an award-winning online course*

*Jordan LeBel, Ph.D.*

Associate Professor (Marketing)








Director, Luc Beauregard Centre of Excellence in  
Communications Research








April 3rd, 2013



# A Brief History

-  2003: Focus groups & course development
-  2004: Official Launch
-  2005: Winner of the Canadian Association for Distance Education's Award for Excellence and Innovation in Instructional Design
-  2007: Book
-  2010: Blog & other communication features added
-  2012: New e-coursepack
-  Featured on CTV's Canada AM, CBC NewsWorld, the Montreal Gazette, Marketing Magazine, University Affairs, The Mirror, etc.

# A few lessons learned

-  Need for vision: where is the end goal?
-  Think and feel like you're students
-  About chunking and examples
-  Shared ownership of design process
-  Handholding vs coaching

# Need for vision: The end goal & our motivation

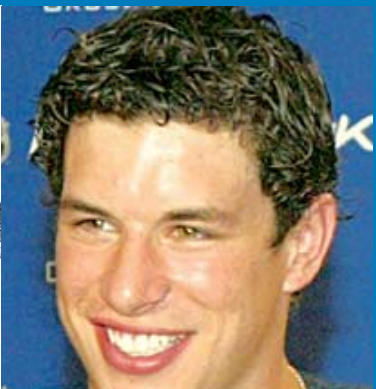
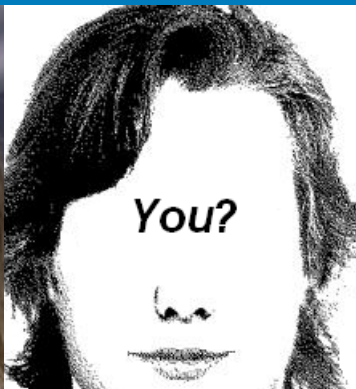


The main objective of this course is to stimulate students to begin thinking about their careers and to actively involve them in the preparation of their own individual career plans using key marketing concepts.





Savvy marketing is behind every great brand...  
...and successful people



# Learning to think and feel like our students

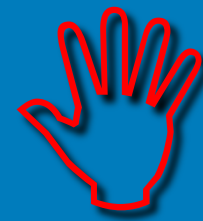
I would expect this course to give me the confidence I need to approach potential employers.

Joel McConnell (2003)





# Myth



It all starts with knowing my  
**customers.**





# ☑ Reality Check



Actually, it starts with **knowing your product**, namely ***YOURSELF*** and ***your chosen field.***



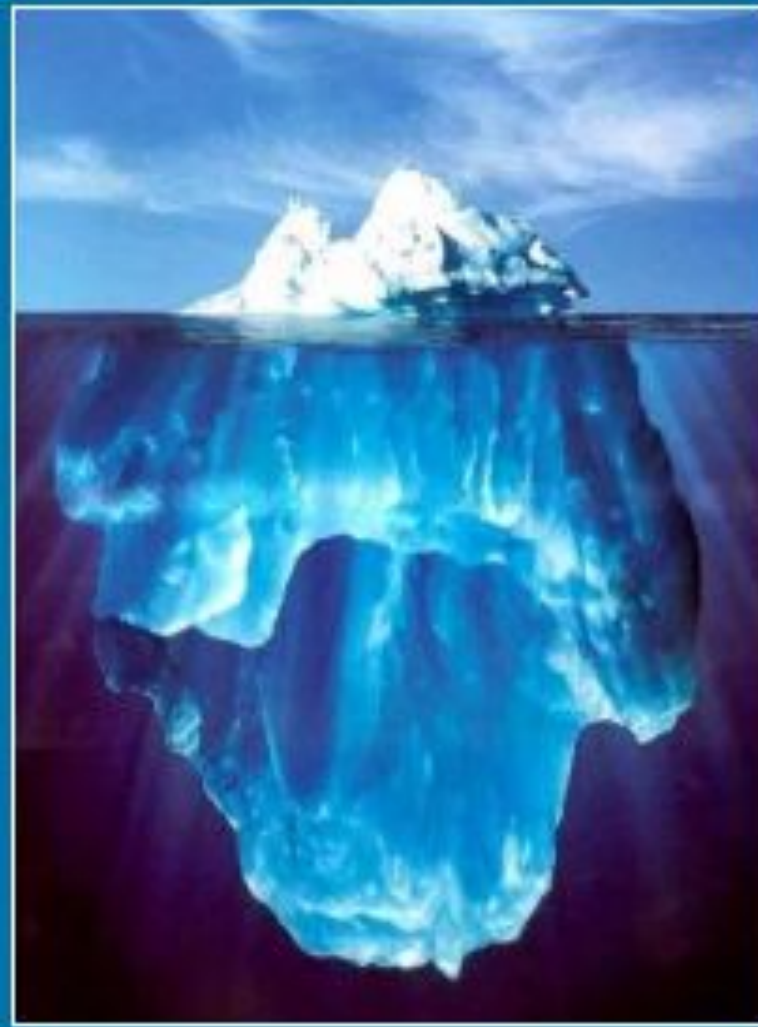
# Myth



Marketing is basically  
advertising and selling.  
And creating hype.

# The tip of the iceberg

resume  
Mailings  
newspaper  
talk to friends



Implementation  
&  
Control

Marketing  
Tactics

Marketing  
Strategy

Marketing  
Objectives

Situation  
Analysis





# Reality Check

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.




*American Marketing Association*



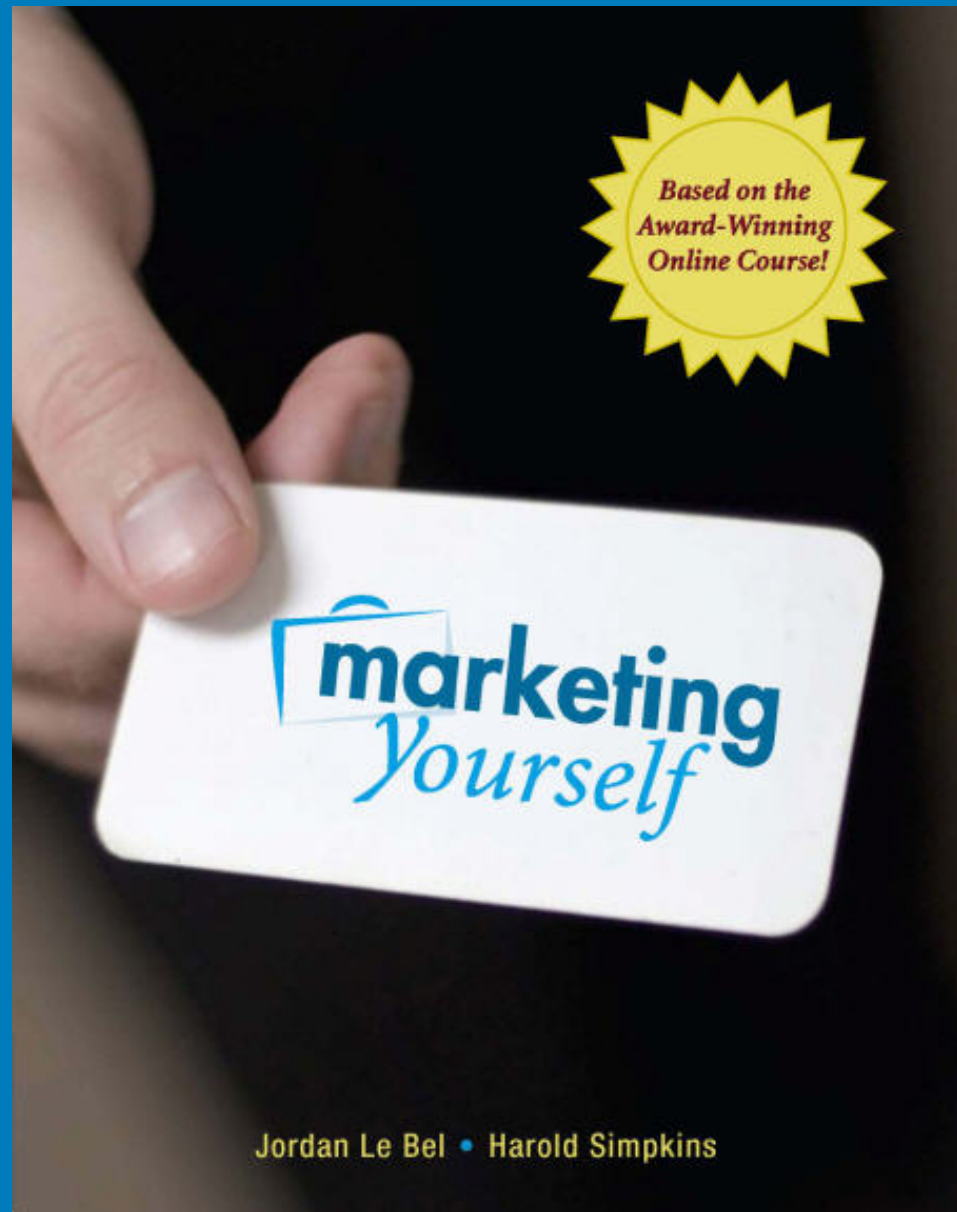
# Marketing

-  is concerned with every touch point between customers and a product.
-  is a world view that invites you to see, create and exploit win-win situations others may overlook in order to create value for all stakeholders.

# Chunking and Examples

-  Need to break down complex concepts into smaller chunks
-  Need to use examples students can relate to
-  Need to repeat

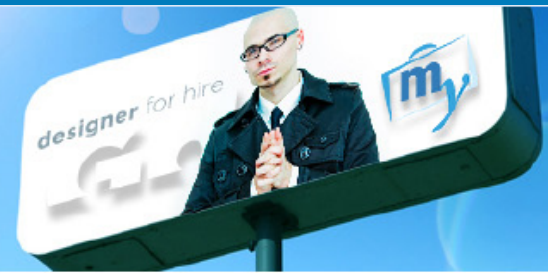
2007



The logo for 'Marketing Yourself' features the word 'marketing' in a bold, blue, sans-serif font with a small blue briefcase icon above the 'i'. Below it, the word 'Yourself' is written in a blue, cursive script font.

# marketing Yourself

Dr. Jordan LeBel & Harold Simpkins



Fall  
2012

## Module 1

### Marketing In Today's Fast Paced Environment

By the end of this module, you will...

- Possess a working definition of marketing
- Appreciate the key factors influencing marketing today
- Appreciate the key challenges facing today's marketers
- Begin to understand how marketing can apply to you and your career



SPOTLIGHT:  
SACHIN BHOLA



YOU AS AN  
ENTREPRENEUR



YOU AS A  
PROFESSIONAL



YOU AS AN  
ARTIST



YOU AS A  
JOB SEEKER



NOW  
WHAT?



ON THE  
BOOKSHELF

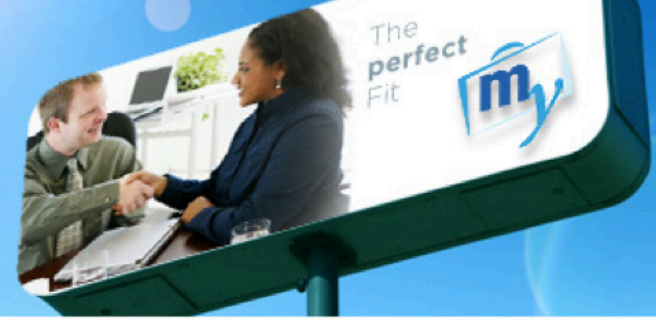


CHECK IT OUT



MIND MAP

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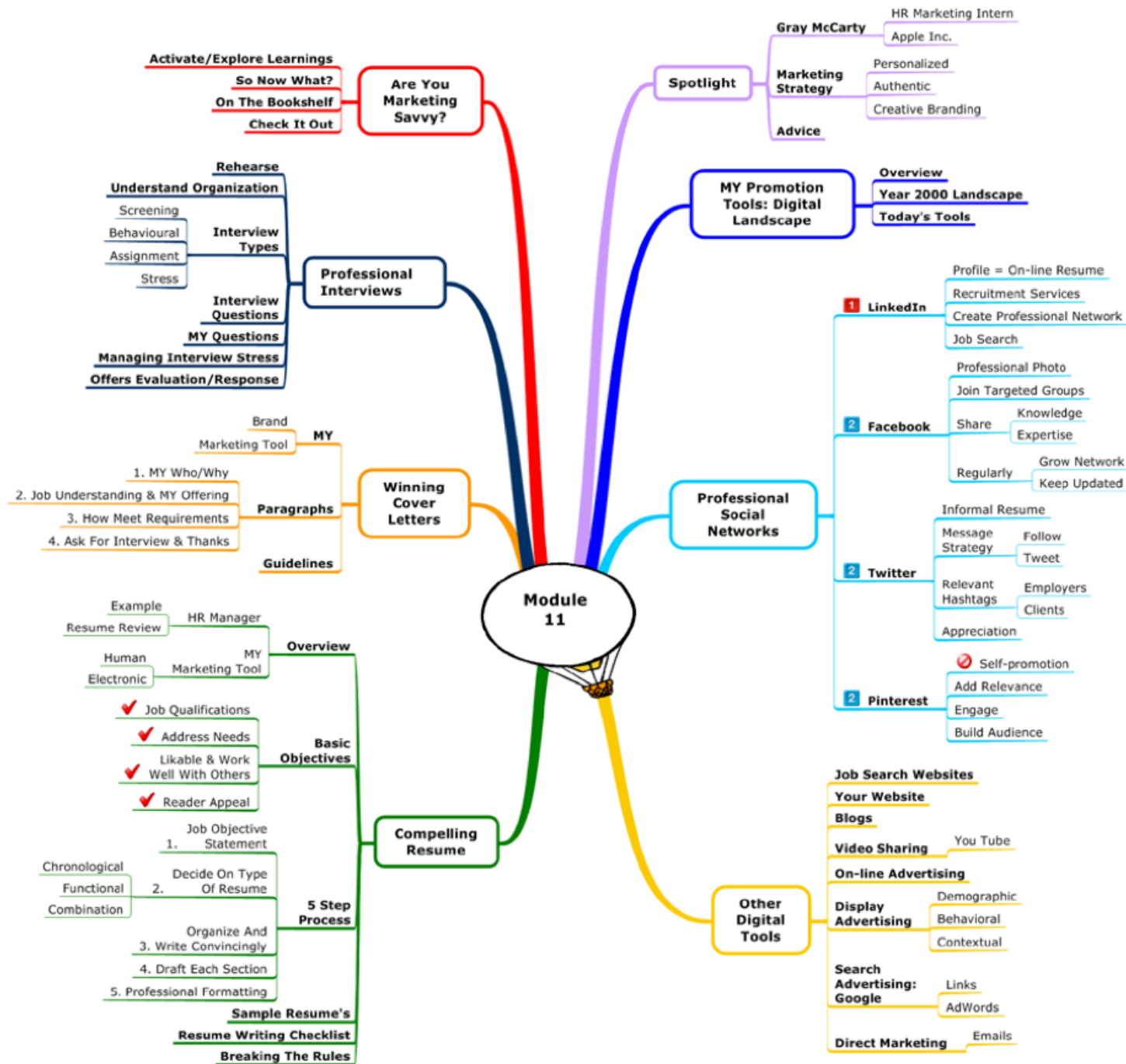
## Module 11

### Promotion Tools for Marketing Yourself in a Digital Landscape

**By the end of this module, you should be able to...**

- know how to create a compelling online presence for yourself or your business
- understand how to send a consistent marketing message about yourself or your business through social networks, job boards, file sharing, search engines and email
- appreciate and be ready to meet the challenges of marketing yourself in today's digital landscape
- prepare for and write a compelling résumé and cover letter
- understand why interview skills are important to develop









Spotlight

Sachin Bhola  
Fashion Editor,  
AskMen.com

What do you do when your chosen field seems impossible to get into? You persevere and stay true to your own high standards and your belief in your self-worth—just as Sachin Bhola did.

At first, Sachin's undergraduate degree didn't seem to get him any closer to his dream job in the fashion business. Sachin had seized every opportunity available to him during his time at school, and had consistently been a top student. As a result, after graduating he was mildly shocked when his many applications for positions in the fashion and beauty industries didn't lead to any fast track job offers. But passion, perseverance and some smart moves paid off.

Sachin quickly realized that in the then-challenging economic market, one mustn't put all one's eggs in the proverbial basket. Friends of his who had done so had ended up unemployed—some for quite a long time. And so he explored various opportunities, even doing an unpaid internship, which seemed like a step backward at the time, but which ended up paying off handsomely—in non-cash dividends! That unpaid internship provided invaluable and normally hard-to-acquire hands-on experience, as well as a chance to learn about journalism. Next, to keep himself busy and in the loop, Sachin applied for work as a freelance writer with the

popular website [www.AskMen.com](http://www.AskMen.com), and was quickly signed on.

Sachin also recognized the value of specializing in a niche market, especially in a highly competitive field such as fashion. As he explains, "To say, 'I want to work in fashion' is simply meaningless and too broad. Employers look at you and think, 'You and thousands of others, so why should I hire you?' So I chose to focus on menswear, because it's easier for me to make a name for myself in a smaller market." Today, Sachin tailors both the content and promotions of [www.AskMen.com](http://www.AskMen.com)'s fashion section. His responsibilities also afford him the chance to work on other sections of the website, and thus expand his knowledge of both journalism and the industry.

Becoming a recognized authority does not happen overnight, to be sure. However, specializing in a smaller market makes it easier to explore opportunities to develop and assert one's expertise, regardless of the size of the audience. Sachin used to coordinate the college fashion shows for his fellow students, and now every year he travels to New York for Fashion Week with privileged access to all the top events. As Sachin's experience illustrates, it doesn't matter how big or small your scope—or your audience—is. But it is critical that people start associating

your name with your chosen field, topic, or issue. To further solidify his reputation and make a name for himself, Sachin considered what was unique to him. For example, his name rhymes with 'fashion'. Sachin turned what might have been a meaningless fact to the casual observer into an opportunity: he now signs a weekly branded column titled *Sachin on Fashion* on [www.AskMen.com](http://www.AskMen.com).

**We asked Sachin what advice he'd like to share with readers of M.Y. 2.0. Here are his answers:**

- 1. Get ready:** Learn more about both yourself and your chosen field, and then write a solid cover letter and a compelling résumé, print out business cards, set up a website, start a blog, get on LinkedIn, etc. This way, you'll be ready when opportunity knocks.
- 2. Get out and meet people.** Make connections and nurture them. Don't just exchange business cards; follow up with the people you meet.
- 3. Take advantage of opportunities.** Internships, part-time work, volunteering, etc. Even if you're still in school (which should be your priority), you can gain valuable experience from an entry-level position that could lead to something else more interesting or more lucrative upon graduation.





Spotlight

**Ben Justus**  
Founder, EGBOK Mission

Many people say they want to give back to society and dream of changing the world. Somehow life absorbs time and energy and gets in the way, and their plans get sidetracked. But not if you're as dedicated as Ben Justus is.

While studying hotel development at Cornell University's School of Hotel Administration, Ben started EGBOK Mission ([www.egbokmission.org](http://www.egbokmission.org)). EGBOK stands for Everything's Gonna Be OK, and EGBOK Mission is an international non-profit organization empowering young adults with the educational and vocational training needed to support themselves as hospitality professionals.

Ben started EGBOK Mission because he felt fortunate to have had the chance to study at Cornell and wanted to use his education to help others. Ben also loved to travel and was truly dedicated to the idea of helping young adults to live up to their potential and, in the process, help grow the hospitality and tourism sectors of their native countries.

After graduation in 2008, Ben worked in commercial real estate but soon decided he wanted to devote himself full time to growing EGBOK Mission. The first initiative that Ben launched was the Cambodia Project which helped underprivileged

young adults, mainly orphans, to acquire hospitality skills and find employment through teaching, training, guest lectures, and community building. Admittedly, Ben found it difficult at first to leave a well-paying job with excellent benefits and face the uncertainty of supporting himself without any income whatsoever. But don't be fooled: under Ben's laid-back and easy-going appearance lies dedication, a work ethic and discipline that have served him well.

Ben has made many sacrifices in order to build EGBOK Mission from the ground up—all without a full time paid staff. He oversees all projects, future growth and day to day operations of the organization. In doing so, Ben must wear many hats: one minute raising money and convincing donors of the merits of their projects, and managing volunteers the next. That variety of tasks appeals to Ben who abhors sitting at a desk all day.

"Working with the students is the best part of my job, if you want to call it a job! It is truly amazing working one-on-one with them and seeing what they can accomplish with your help. Interacting with the students also allows me to make sure that our donors' money is being put to good use." Ben takes pride in the fact that EGBOK Mission has helped many students, but has

also helped volunteers and donors realize what they want to do with their lives and how they can help others. Ben insists on being cautious when planning the direction of the organization; he doesn't want to rush into projects, and he likes to do things right the first time. For all these challenges and ups and downs, Ben will be the first to tell you that he is much happier today pursuing his passion and his dreams of helping others to fulfill theirs than he was when he worked in commercial real estate.

Learn more at [egbokmission.org](http://egbokmission.org) and become a fan on [www.facebook.com/egbokmission](http://www.facebook.com/egbokmission)

**We asked Ben what advice he'd like to share with readers of M.Y. 2.0. Here are his answers:**

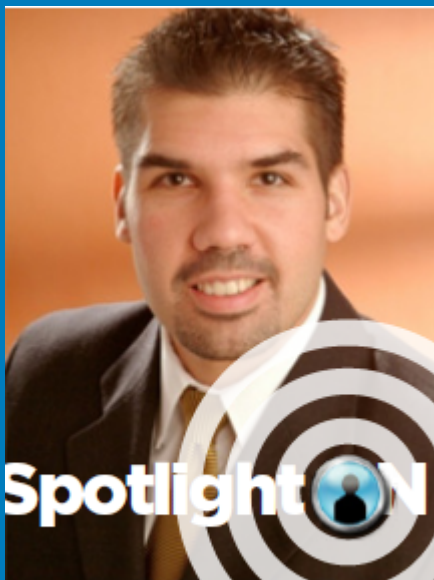
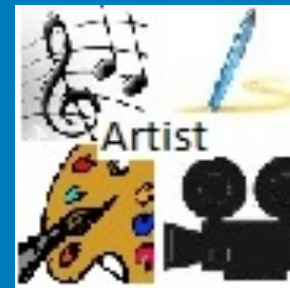
- 1. Do something you love.** Don't settle on something just for the sake of it. If you don't like what you're doing now, you're unlikely to like it later.
- 2. Learn to leverage help from others.** You can't do it all by yourself. Recognize your weaknesses and surround yourself with people who complement you.
- 3. Use social media wisely.** It can be time consuming but highly efficient.



**Gray McCarty**  
HR Marketing Intern, Apple Inc.



**Kirsten McCrea**  
Artist & Illustrator,  
Director of Papirmasse



**Mike Owen**  
Industrial Real Estate Broker



**Tatiana Poblak**  
Designer and Entrepreneur





# Marketing Yourself



LESSONS | ADVISORY PANEL | DISCUSSION BOARD | RESOURCE CENTRE | MY AGENDA | BLOG | INSTRUCTORS | CONTACTS | my NEWS

HOME > LESSONS > LESSON 7: PERSONAL ... > STUDY MATERIALS > HOW WOULD YOU HANDLE ...

RESET



## Lesson 7: Personal Price and P...

7/38

OBJECTIVES

PRE-TEST

READINGS

STUDY MATERIALS

POST-TEST

CHECK IT OUT

RATE THIS LESSON

YOUR OPINION

## How Would You Handle This?

Bernard is self-employed and runs a small consulting firm specializing in training sales employees for other companies. Getting off the ground has been challenging. One day, he receives a call from a medium-sized company interested in retaining his services for a full-day seminar. Bernard prepared a proposal, including an outline of the day-long seminar whose preliminary cost was to be \$2500. The company representative asked whether this could be brought down to \$2000.

If you were in Bernard's shoes, how would you handle this?

◀ Previous Slide

Next Slide ▶

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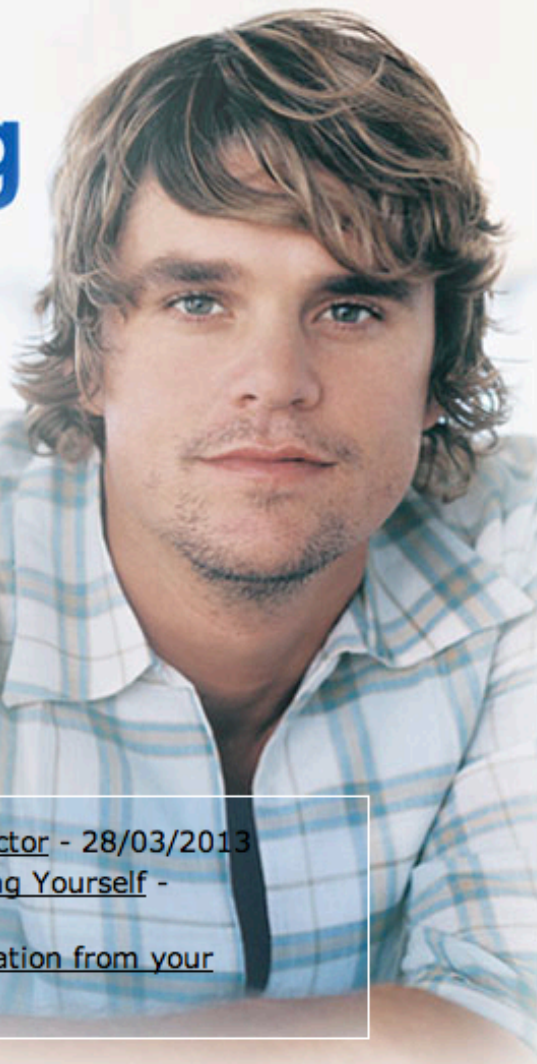
Marketing Yourself (COMM 299M) has been provisioned and approved by [Dr. Jordan L. Le Bel](#) and [Professor Harold J. Simpkins](#).

# Useful and interactive exercises/examples

MY MONTHLY BUDGET	
Expenses	Amount
• Housing (rent or mortgage payment, property taxes, condo fees)	\$
• Utilities (gas, electricity)	\$
• Cable or satellite TV	\$
• Internet access	\$
• Security/alarm system	\$
• Phone (including mobile phone)	\$
• Car payments (including monthly payments, gas, maintenance)	\$
• Insurance (car, personal property)	\$
• Food (groceries, take out, deliveries, eating out—include your daily coffee!)	\$
• Clothing	\$
• Transportation (taxi, public transit, automobile)	\$
• Entertainment (clubbing, movies, etc.)	\$
• Gym membership	\$
• Debt payment (e.g., student loan repayment)	\$
• Property & school taxes (if applicable)	\$
• Property repairs & maintenance	\$
• Vacations (e.g., weekend getaways, holiday vacations)	\$
• Other (e.g. desired savings)	\$
<b>Total Monthly Expenses: \$</b>	
<b>Annualized : \$</b>	

# Shared Ownership of Design Process & Handholding vs Coaching

# marketing Yourself



***"I skate where the puck is going to be, not where it has been."***

***- Wayne Gretzky,  
Professional Hockey  
Player***

- 
 ■ [Women and Jobs in Tech Sector](#) - 28/03/2013
- [A Different Take on Marketing Yourself](#) - 28/03/2013
- [EnAvril Fibres Festival: invitation from your classmate](#) - 26/03/2013

## Welcome to Marketing Yourself

Our primary objective for this course is to develop and enrich your understanding of marketing. This will be accomplished by teaching you how to apply marketing approaches and disciplines to one of the biggest marketing challenges: marketing yourself.

For those of you who are new to the field of marketing, Marketing Yourself will introduce you to the key marketing concepts. If you have already taken one or more marketing courses, Marketing Yourself will reinforce and build on your existing knowledge of these key concepts, which include:


- Identifying and qualifying opportunities
- Selecting target markets
- Setting marketing objectives
- Creating marketing strategies and the 4 Ps - Product, Price, Place and Promotion
- Marketing plan development and execution

This course will guide you in the preparation of a marketing plan that will ultimately help you achieve your goals as an employee, professional, entrepreneur and/or artist. It is our hope that Marketing Yourself will launch you on a journey of self-discovery -- a journey that will help you to get to know, position and adapt yourself for continued success in your chosen field.



Recipient of the 2005 Excellence and Innovation in Instructional Design Award.

Recipients of the 2004, 2005 and 2010 John Molson School of Business Distinguished Teaching Award & 2010 President's Award for Excellence in Teaching

LESSONS | ADVISORY PANEL | DISCUSSION BOARD | RESOURCE CENTRE | MY AGENDA | BLOG | CONTACTS | INSTRUCTORS |  NEWS

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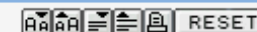




# Marketing Yourself

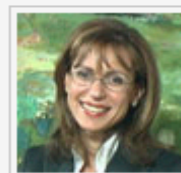
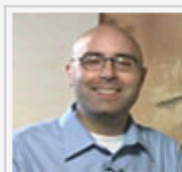
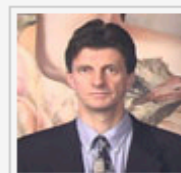
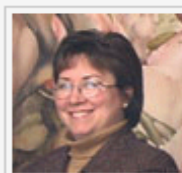
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HOME > ADVISORY PANEL



## Advisory Panel

This advisory panel is comprised of leading business people, professionals and artists. Its main purpose is to assist the instructors in their efforts to keep the course material current and relevant. You will also see them as guest speakers throughout the course when they share their opinions and experience on a variety of topics. Click on a portrait to view a biography.



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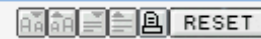




# Marketing Yourself

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HOME > LESSONS



## Lessons

	Lesson 0: Getting Started	Lesson 1: The Marketing Concept and its Applications	Lesson 2: Situation Analysis and Self-Assessment	Lesson 3: Setting Personal Marketing Goals	
Lesson 4: Creating My Marketing Strategy	Lesson 5: Personal Product Strategy I	Lesson 6: Personal Product Strategy II	Lesson 7: Personal Price and Place Strategies	Lesson 8: Personal Promotion I	Lesson 9: Personal Promotion II
		Lesson 10: Resume and Cover Letter	Lesson 11: MY Marketing Plan	Lesson 12: Interviewing and Presentation Skills	
				Lesson 13: Key Marketing Concepts and My Career	

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# Marketing Yourself



LESSONS | ADVISORY PANEL | DISCUSSION BOARD | RESOURCE CENTRE | MY AGENDA | BLOG | INSTRUCTORS | CONTACTS | NEWS

HOME > LESSONS > LESSON 5: PERSONAL PRODUCT ... > OBJECTIVES

RESET

5

## Lesson 5: Personal Product Strategy I

OBJECTIVES

PRE-TEST

READINGS

STUDY MATERIALS

POST-TEST

CHECK IT OUT

RATE THIS LESSON

YOUR OPINION

### Objectives



(Video length: 3:26)

#### Video Introduction to lesson 5



Click on the *Play* button to watch the video clip.

In this lesson we will cover the following topics:

- Understand what product strategy is;
- Understand what branding is and how brand identities are established;
- Develop your personal product strategy based on your goals and desired positioning;
- Identify opportunities that will enhance your product strategy;
- Recognize the signs of danger: identify how you handle stress as well as signs of a potential burnout.

[◀ Previous Section: Lesson 4: Creating My ...](#)

[Next Section: Pre-Test ▶](#)

# How will you achieve your marketing objectives?

## Know Your *Prime Prospects*

- ✓ Think and feel as they do
- ✓ Decide which market(s) to target

## Spell out your strategies & tactics:

- ✓ product
- ✓ price
- ✓ place
- ✓ promotion





# Myth



The career planning process **starts** with the preparation of a professional resume and a killer cover letter.





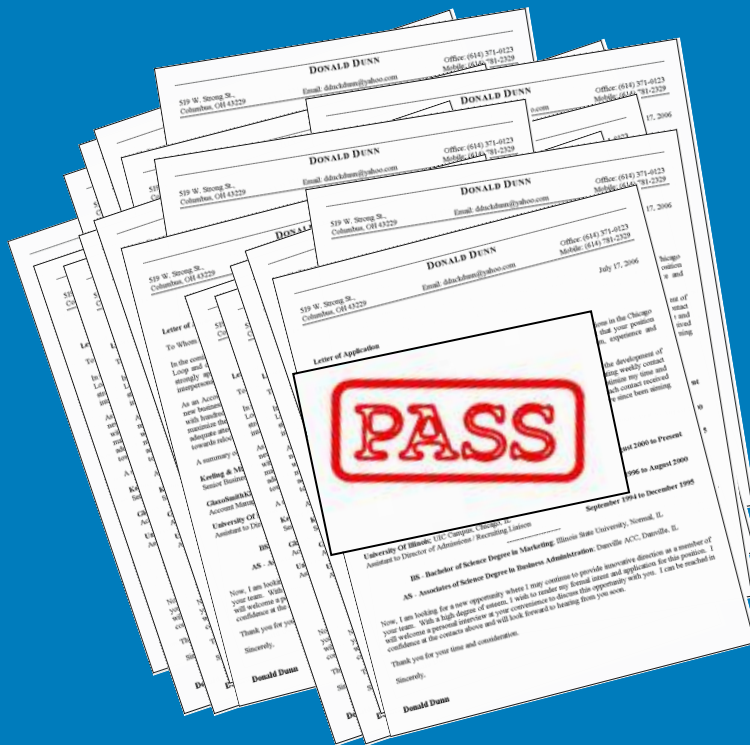
# Reality Check

The career planning process **ends** with the writing of resumes and cover letters.

Preparation of these documents is the final step of your personal marketing plan.



# How can you make sure your resume makes it to the top 10? And preferably on top of the pile?





# Vanessa Beaulac

Cell: 514 233-3566 | Home: 450 444-7832 | v\_beaulac@live.concordia.ca

December 17, 2012

Pr. Harold Simpkins  
John Molson School of Business  
1455 de Maisonneuve Blvd. West  
MB. 13.239  
Montreal (Quebec)  
Canada H3G 1M8

Dear Professor Simpkins,

Please accept the attached resume for the position of Online Marketing Manager. Upon exchanging with Pr. Tumurcuoglu, I believe this opportunity aligns perfectly with my skills and allows me to gain experience back to my alma mater while allowing me to gain experience throughout my professional and academic progression. Throughout my professional and academic progression, I have been characterized by my genuine desire to push their own boundaries, I am certain you are seeking.

As you will note on the enclosed resume, my extensive experience in existing marketing concepts and apply these into their communications, I used this to foster productive team communications. I consider it to be my intuitive intellectual curiosity, and my genuine desire to seek for stimulating opportunities in which I can contribute.

Concurrently managing my studies and career has been a challenge, but I have successfully balanced both.

**GOAL ORIENTED** Proven capacity to surmount challenges. Meeting rigorous performance standards. My aptitude also makes me a valuable asset recognized by the Golf Industry.

**CREATIVE** Distinctive ability to generate creative ideas and continued success in a competitive market.

**ANALYTICAL** Clear communication skills and ability to work effectively in a team setting.

**INNOVATIVE** Exceptional ability to think outside the box. Developed and implemented a new strategy over 2,500 views.

# Hi. I'm Vanessa Beaulac

Cell: 514 233-3566 | Home: 450 444-7832 | v\_beaulac@live.concordia.ca

## HIGHLIGHTS OF QUALIFICATIONS

- 9 years of retail experience and customer service.
- Thrives on change and innovation while keeping strategy in mind.
- Passionate about pushing the boundaries of creativity.
- Excellent bilingual communication skills, written and spoken.
- Risk taker who willingly steps out of her comfort zone.

## PERSONALITY TRAITS



## EDUCATION

- 2012 Bachelor of Commerce - Major: Marketing  
John Molson School of Business, Concordia University  
Montréal, Québec
- 2005 Diploma of Collegial Studies - Communications  
Conservatoire Lassalle, Montréal, Québec

## ACADEMIC PROJECTS

- Fall 2012 **E-Commerce Strategy**  
Conceptualized a theoretical e-commerce retailer and developed its market entry strategy. Supported strategy with relevant digital marketing tactics, including SEO, SEM (CPA, CPC), affiliate marketing and web 2.0. Provided direction during brainstorming sessions with regards to creative and planning activities.
- Fall 2011 **Direct response marketing**  
Developed E-DRM campaign to create brand awareness for Dylan Ribkoff. Acted as brand blogger, developing original content to leverage brand. (<http://bit.ly/Phodda>) Assisted clients in social media planning activities.
- Summer 2011 **Advertising**  
Developed an advertising campaign for Serafina, a Montreal-based retailer offering customizable fragrances. Responsible for coming up with content and copy for communications. Media objectives focused on building brand awareness and obtaining product trial.

## CUSTOMER SERVICE AND SALES EXPERIENCE

- 2010 - Present **Canadian Imperial Bank of Commerce**  
*Customer service representative*  
Service client transactions.  
Resolve customer complaints.  
Make quality referrals to financial advisors.
- 2008 - 2010 **Andy The Ath**  
*Third key*  
Trained sales team.  
Tracked employee productivity.  
Organized promotional activities.
- 2007 - 2008 **Harry Rosen**  
*Sales associate*  
Brand specialist for Dolce and Gabbana and Etro.  
Updated sales team on new trends.  
Collaborated with bespoke tailor.
- 2003 - 2007 **DKNY / BCBG / Banana Republic / MEXX**  
*Sales associate*  
Assisted clients in determining their needs.  
Developed selling and merchandising skills.  
Acquired CRM database knowledge.

## SKILLS

- EXCELLENT KNOWLEDGE OF MICROSOFT OFFICE
- STRONG ARTISTIC SENSE

## EXTRA-CURRICULAR ACTIVITIES

- 2012 **Volunteer Greeter**  
Welcome Crew Program, Concordia University
- 2006 **Member of the Student Society**  
Concordia University



In 17 years of university education, the most useful course I ever took was the Marketing Yourself course.

Audrey Christophory (AY 04-05)



# Image d'employeur et *branding personnel*

**Jordan LeBel, Ph.D.**

École de gestion John-Molson

**Cherine Zananiri**

Optimum Talent



with

***Jonathan Berthold***

**Social Media Manager**

**November 12, 2012**

**Brought to you by the award-winning online course**



# ***Le marketing de soi*** **en équipe de travail**

**Ordre professionnel des diététistes du Québec**

**Montréal**

**19 septembre 2008**

**Jordan L. Le Bel**

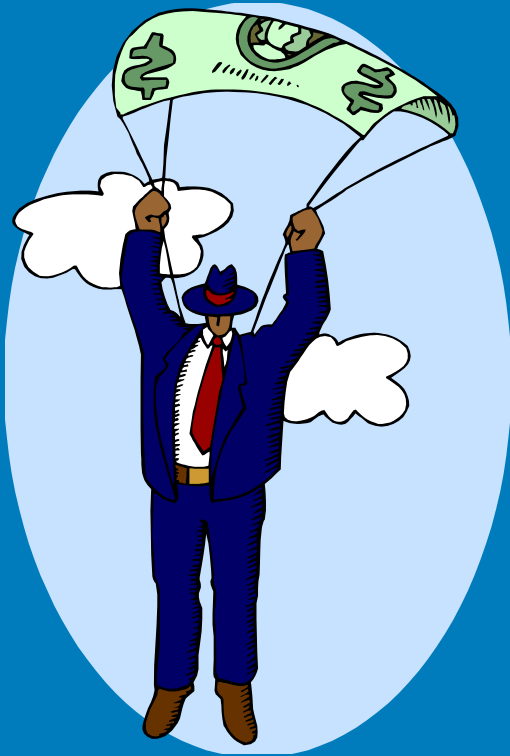
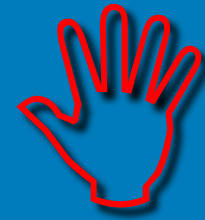
**École de gestion John-Molson**

**Université Concordia**





# Myth



At the end of the day,  
it's all about finding a  
career that will **provide**  
**me with the financial**  
**security I need.**



# Reality Check

*Find a career you love and  
you'll never have to work  
another day of your life.*

## Aubin: University summit bypassing big issues

BY HENRY AUBIN, THE GAZETTE FEBRUARY 4, 2013



In this 2006 file photo, two students from James Lyng High School do their chemistry course online. This concept is nothing new, but it seems the universities are ignoring the reality.

Photograph by: Pierre Obendrauf , Gazette file photo