

Antara Gupta

Mr. Speice

Independent Study & Mentorship

April 27, 2018

Feedback Frenzy

Mentor Visit Assessment #5

Mentor: Regina Borda

Profession: Chief Brand Officer- Latin American and Caribbean Regions

Location: 7100 Corporate Drive, Plano TX, 75024

Date: January 26, 2018

Time: 3:00 p.m. – 4:15 p.m.

Assessment:

Finally done with my original work product, I could not be more happy to spend some time showing Ms. Borda my results. I started off by telling Ms. Borda about how I had decided against including the advertising analysis results because it was tangential to the topic that I was researching with my survey. Ms. Borda agreed and said that often times, conducting research in marketing can get off topic very quickly since everything is interconnected; the economy, the social lifestyle, the company's origins, and the country's background all play a significant role in shaping the results of the survey. She noted that it is important to stay closely aligned with the

research question at hand. This made me realize that although the research I had done about the advertisements and the stock trends of each company was not directly implemented into my research paper, the information that I had gathered really helped shape my paper in a general manner because I was more informed. Furthermore, from an educational perspective, I got to learn about different stock trends and how they can be used to predict crashes or rises. It also made me think of the entire idea of how the world around us is constantly trying to predict the future. Big data, market analysis, and stock trends are just a few examples of how creating extrapolations from data is an essential component of marketing.

After having this discussion, I showed Ms. Borda my research paper and she told me how it was very well-written and thoughtful. She told me that if I major in marketing in college, I will have to write papers like this all the time. This made me excited because I had so much fun collecting data, researching, and writing my paper that I would not mind doing something like this again. Ms. Borda also told me that I can use the research from this paper to focus on just one of the companies that I tested and create a plan for them to solve their current problem. She said that a big part of marketing is being able to not only identify problems, but also come up with solutions that eliminate the underlying cause.

This conversation then led to discussion about my final product. I told Ms. Borda that I wanted my final product to have a direct impact on others around me because although researching was fun, I wanted to interact with people. She suggested that I organize a seminar about a certain marketing research topic and present my work. I really liked that idea, and

although I have no idea what I want to research, I hope to find out more by attending the International Brand Conference in February.

Ms. Borda also gave me more information about the Brand Conference. She said that it spans an entire week and marketing teams from all over Latin America attend. However, given that I have school, we decided that it would be best if I just came the first day because speakers would talk about brand management in a more general scope that would be easy for me to understand. I am excited about meeting and interacting with marketing experts from around the world, and I hope to form some connections.

Overall, this mentor visit was quite successful because I got to talk more about marketing in a general sense. I also got feedback on my original work, and I am ready to get started on my final product.