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# Preparing The Next Generation For The Future

Presented By:

**Mo Das**, PPAI Research Manager

**Julie Kwan**, PPAI Manager, Diversity & Learning Engagement



# Agenda

- ★ A Little Background
- ★ A Few Stats
- ★ The 4 Es
- ★ Final Thoughts
- ★ Q&A

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I knew what a *promotional product* was before I entered this industry.

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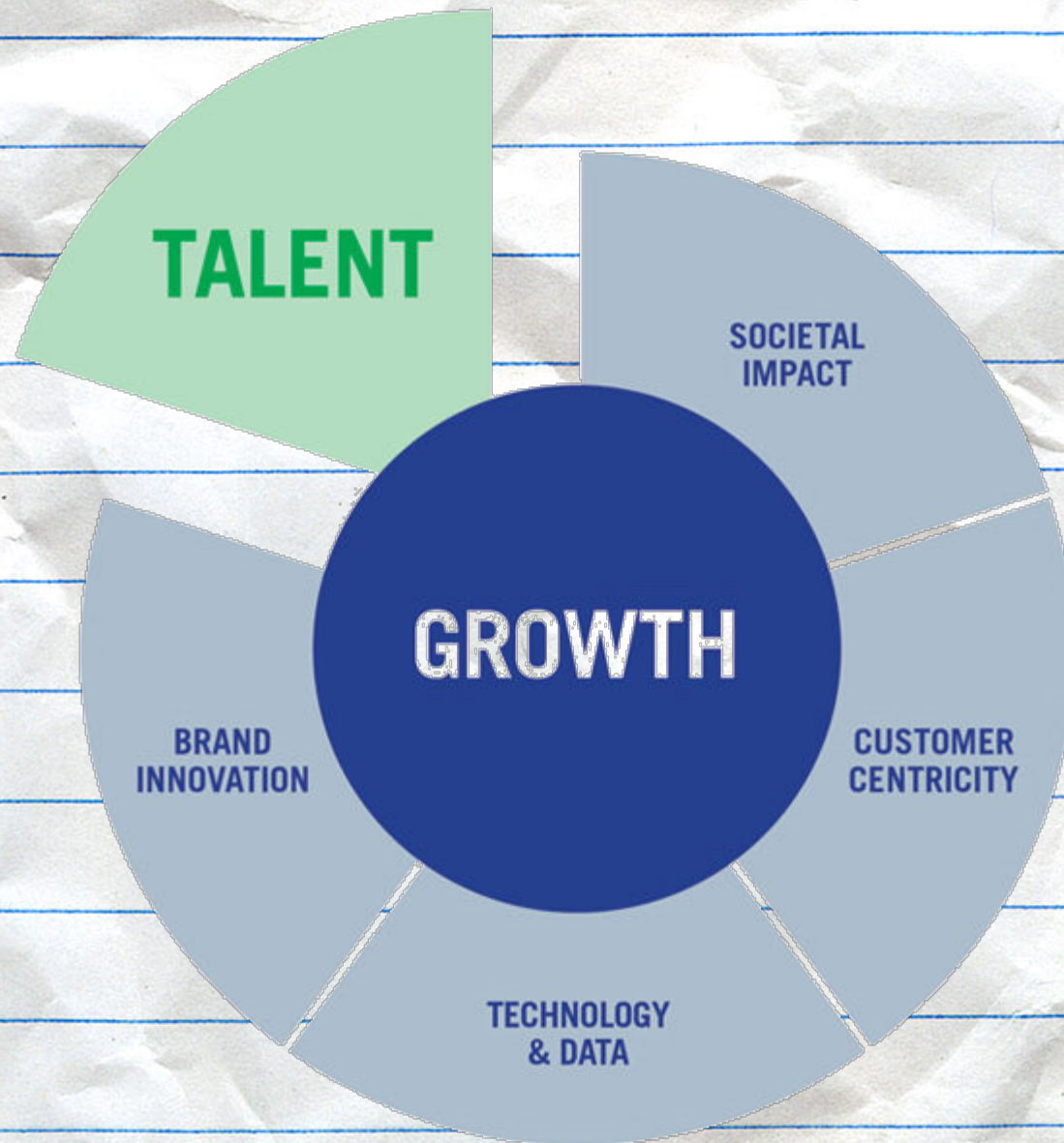
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I stumbled into this industry.

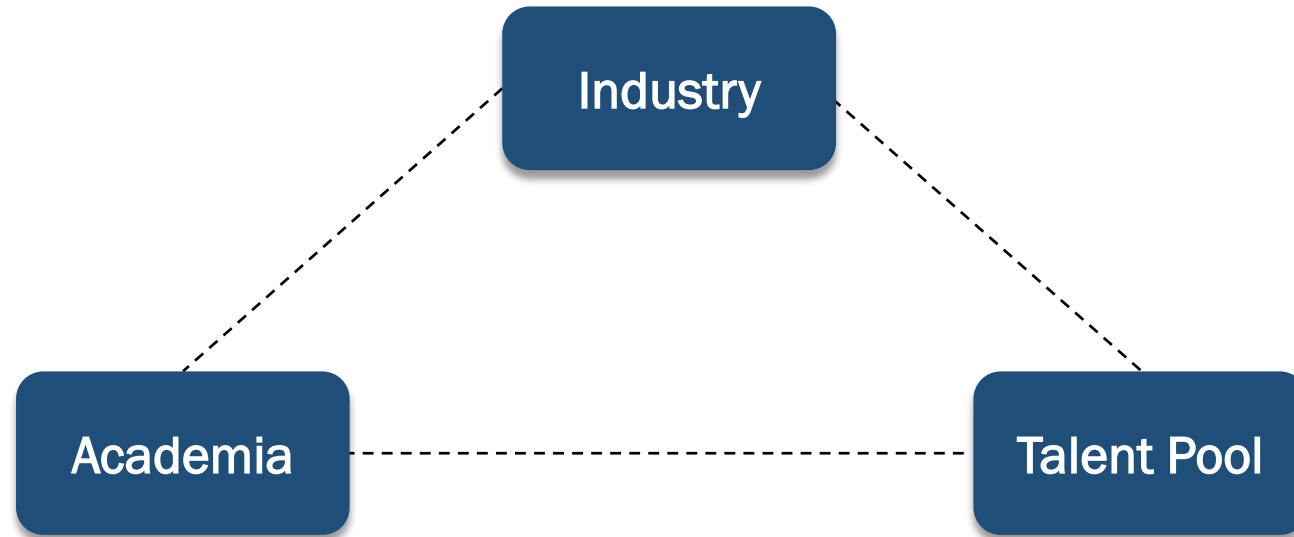
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Lack of common vision, vocabulary and perceived relevance among industry leaders, future marketers and the schools expected to educate them.



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Become Unrealistic P. 12

Is **Ecommerce** Taking  
Over The Promo Space? P. 12

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Views On Promotional  
Products P. 12

PPAI Exclusive Research

# The Untold Story

## Transforming The Promotional Products Industry One Classroom At A Time

by Mourita Das

**A**s emerging innovations and shifting demographics propel the next frontier for competition and productivity, the need to connect the working world with the next generation of talent has never been greater. The promotional products industry's foothold in the education sector shines bright; it was identified as one of the top buyers of promotional products according to PPAI's 2017 Sales Volume Study. And yet, year after year thousands of talented and ambitious future marketing leaders graduate from the country's colleges, most unaware of the promotional products industry and the opportunities it provides.

In response to an increasing need to better understand how instructors present promotional products in higher education, this spring PPAI partnered with the American Marketing Association (AMA) to collect insights from more than 400 marketing educators and more than 1,000 undergraduate students from across the United States in the 2018 Higher Education Study. Detailed findings offer the most comprehensive look at the promotional products industry's reputation through the eyes of marketing faculty and marketing majors ever undertaken.

39 Percent

The increase in the number of bachelor's degrees in business awarded between 2000-2001 and 2015-2016.

372,000

The estimated number of business degrees awarded by colleges and university in 2018.

\$27,866

The total average cost of one year at an in-state college for the 2017-2018 academic year.

3.6 Million

The estimated number of students who graduated from high school in 2018.

Source: U.S. Department of Education, National Center for Education Statistics (2018)

Figure 1: U.S. Higher Education By The Numbers

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# Research Objectives

Gain a vibrant understanding of the state of promotional products in higher education through the eyes of marketing faculty and students

- Explore depth of faculty awareness, knowledge and understanding
- Illuminate student motivations, mindset and behavior

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## Students

### AM> Student Members

1k+



#### Institutions:

- Located in the U.S.
- 4-year (Public / Private)
- More than 1,000 students



#### Bachelor's Degree Program

- + Currently taking marketing classes
- + Interest in marketing as a career field

## Faculty

### AM> Academic Members

400+



#### Institutions:

- Located in the U.S.
- 4-year (Public / Private)
- More than 1,000 students
- AACSB Accredited Marketing Programs



#### Current or previous experience teaching marketing courses

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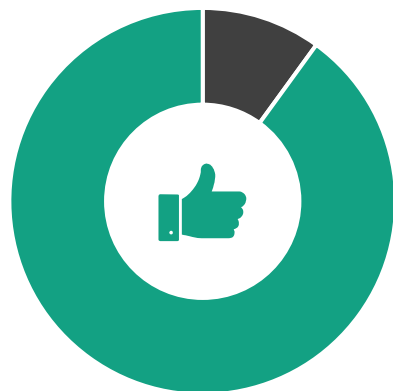
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# Key Findings

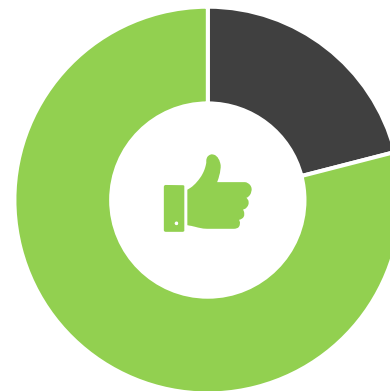




# Marketing Faculty



90%



79%

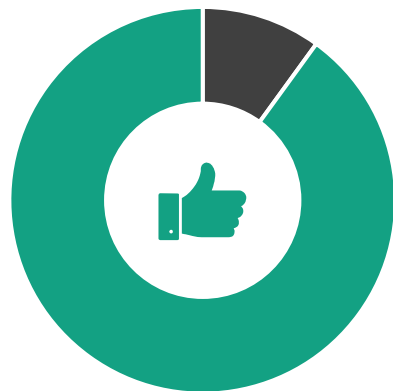
Source: 2018 Higher Education Study, PPAI Research

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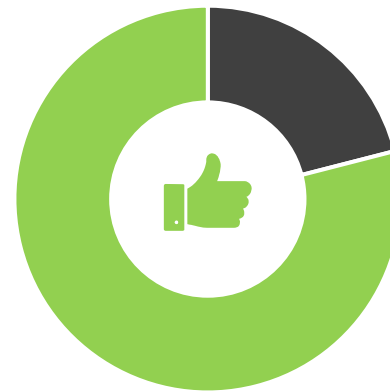
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# Marketing Faculty



90%



79%

“As a percentage of a course that deals with introduction to marketing, promotional products represent a small percentage of the content—possibly **15 minutes in a semester-long course.**”

Full-Time Professor

Source: 2018 Higher Education Study, PPAI Research

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# A Few More Quotes

“ We use tactics (the Ps) to implement the positioning decision. Promotions are one example of a marketing tactic; thus, promotional products are relatively unimportant to the strategy setting in general.”

----- Full-Time Professor

“ Promotional products do not expressly fit the definition of advertising.”

----- Part-Time Adjunct Professor

“ I'm not convinced promotional products should have a place in higher education.”

----- Full-Time Distinguished Professor

Source: 2018 Higher Education Study, PPAI Research

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“ I think that the industry is not seen as a legitimate or influential form of promotion, and therefore not a viable career path. This could be because many marketing faculty are unaware of the size and scope, as well as purpose of the industry.”

----- Full-Time Assistant Professor  
----- Former Industry Professional





# Marketing Students

## Which Of The Following Careers Interest You?

By Job Titles			
1	Corporate Marketing Rep	6	Public Relations Specialist
2	Social Media Coordinator	7	Agency Account Executive
3	Event Planner	8	Media Buyer
4	Market Researcher	9	Graphic Designer
5	Promotional Consultant	10	Copywriter

Source: 2018 Higher Education Study, PPAI Research

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# Marketing Students

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By Job Descriptions

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4	Media Buyer	9	Market Researcher
5	Agency Account Executive	10	Corporate Marketing Rep

Source: 2018 Higher Education Study, PPAI Research

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# Promotional Consultant

Help design promotional and experiential marketing campaigns

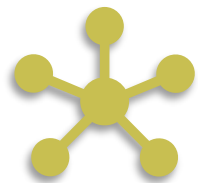
Source: 2018 Higher Education Study, PPAI Research

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# The 4 Es



Engage



Educate



Employ



Elevate

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# Engage...



with students and faculty



“The first step to introducing promotional product career opportunities for students is to make faculty and career placement centers at universities aware of what those careers are. Companies that produce and/or design promotional products should make themselves **more visible** and **educate** the general public and students, faculty and business schools on who they are and what they do.”

Full-Time Assistant Professor

“I have very little contact from employers or associations with respect to career opportunities. More input would be welcome. Students **appreciate hearing from practitioners**. It can be difficult to find class time, but workshops, meet-n-greets, roundtables, etc. are popular.”

Full-Time Assistant Professor

Source: 2018 Higher Education Study, PPAI Research

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## International Collegiate Conference

Competitions

Career Fairs

Roundtables

Focus Groups

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# Edcate...

future lawmakers, buyers and industry professionals





- Live and online training to all ADvocates
- Online search tool for groups needing speakers to search for and contact an ADvocate in their area
- PowerPoint presentation that can be customized to various audiences

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# Employ...

the next generation





Intern Education Program

Access to complete PPAI member benefit suite,  
which includes:

SAGE<sup>®</sup>

Promotional Products Business  
PPB

PPAI ONLINE<sup>™</sup>  
Education

GET IN!  
**TOUCH!**  
ADVERTISING THAT LIVES ON

PPAI Research<sup>™</sup>

Promo  
**connect**  
Where Knowledge Becomes Inspiration

PPAI UPIC  
DIRECTIONS

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**Matthew Lewis**  
Account Coordinator  
Former Intern



**Former AMA Student Member**  
Marketing & Computer Information Systems (CIS)  
Double-Major at Quinnipiac University



**“a laid-back environment”**



**“modern, cool and colorful website”**

Source: Phone Interview, PPAI Research (June 2018)

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**Matthew Lewis**  
Account Coordinator  
Former Intern

**AXIS**  
PROMOTIONS

**Former AMA Student Member**  
Marketing & Computer Information Systems (CIS)  
Double-Major at Quinnipiac University



**“a laid-back environment”**



**“modern, cool and colorful website”**

“After completing my internship, I not only found myself familiar with the industry but I felt a strong sense of comfort in what I was doing as well. There was a mutual feeling of accomplishment; not only did I feel that I benefited from my experience but Axis did as well.”

Source: Phone Interview, PPAI Research (June 2018)

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# Elevte...

endless possibilities





In **2018**:

- \$200,000 in scholarships awarded
- 132 recipients

Since **1989**:

- Nearly \$2 million in scholarships awarded
- Over 1,000 recipients

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**Alexandra Gilbert**

2018 PPEF Scholarship Recipient  
University of Illinois, '22



“ My parents have been a part of the promotional products industry ever since I was little, and it has amazed me to see how much hard work they have put into creating their business. I thank this Foundation and the donors for wanting to help young adults receive a higher education.”

Source: PPEF Scholarship Program, 2018 Application

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# Final Thoughts.







# Questions?



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# Learn More...

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ADvocate Program [advocate.ppai.org](https://advocate.ppai.org)

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PPAI Intern Education Program [ppai.org/members/education/intern-education](https://ppai.org/members/education/intern-education)

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PPAI Research [ppai.org/research](https://ppai.org/research)

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PPAI Publications [pubs.ppai.org](https://pubs.ppai.org)

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Promo Connect [community.ppai.org](https://community.ppai.org)

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PPAI Online Education [onlineeducation.ppai.org](https://onlineeducation.ppai.org)

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Promotional Products Education Foundation (PPEF) [ppef.us](https://ppef.us)

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National Association of Colleges and Employers (NACE) [www.naceweb.org](https://www.naceweb.org)

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