



Malaysia's No. 1 Education Website

easyuni

.my

**UNIVERSITY
GUIDEBOOK**

In this
ISSUE

PERSONALITY QUIZ

Let's go on an
adventure!

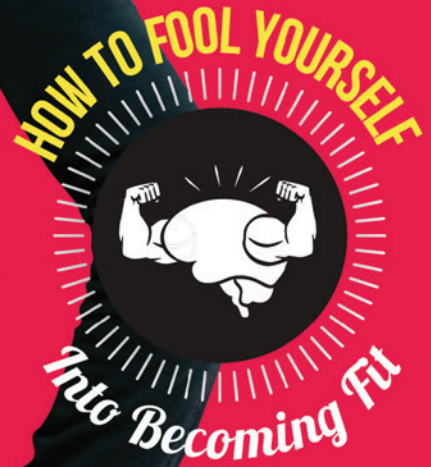
STUDY ABROAD

*Argentina, South Africa
or South Korea?*

SOCIAL MEDIA MARKETER

Like us today - find
out #why

MEET THE FOUNDERS OF
Carousell.com



& Sun Xin



12 Issue 9
December 2015 - February 2016
(Price inclusive of GST)
Malaysia RM8

9 772289 35900 1

REALISE YOUR DREAMS

OPEN FOR 2016 INTAKES
JANUARY | JUNE | OCTOBER

UNITAR INTERNATIONAL UNIVERSITY

FOUNDATION
SCHOOL

BUSINESS TECHNOLOGY
& ACCOUNTING

EDUCATION &
HUMANITIES

CULINARY &
TOURISM

ARCHITECTURE &
DESIGN

GRADUATE SCHOOL
OF EDUCATION

ASIA GRADUATE
SCHOOL OF BUSINESS

UNITAR ACADEMY

UNITAR BTEC CENTRE



BUSINESS

HOSPITALITY AND TOURISM

ARCHITECTURE AND DESIGN

UNITAR PROFESSIONAL ACCOUNTANCY
CENTRE

FUTURE ALP
WORKING TOWARDS
GOLD APPROVAL

ACCA

For more information call us at +603 7627 7200 or email us at enquiries@unitar.my

unitar.my

CONTENTS

Issue 9



38

Where to Travel
According to Your Personality

- 01 Table of Contents
- 04 Message from the Editor
- 05 Editorial Team

#courses&careers

- 8 Professional Cosplayer
- 13 Social Media Marketing
- 16 Physical Trainer
- 19 Animal Care Specialist
- 24 Engineers: We Run The World

#studyabroad

- 30 Why Should You Study In Argentina, South Africa and South Korea

#unihacks

- 34 Interview Mistakes (& how to recover from them)
- 36 6 Types of Roommates that You Will Encounter

#happenings

JANUARY & FEBRUARY



#cheapskate

- 44 8 Stores That Offer Student Discounts

#getfit

- 48 The Only Residential Hall Grocery List You Will Ever Need
- 50 8 Ways to Fool Yourself to Get Fit

#awesomepeople

- 52 Featured Mentor: meet the Founders of Carousell

56

Ee Sun Xin
Empowering young
women for tomorrow

#thecoolstuff

- 62 Fashionista: Mary Bosede and Farah Nurliyana Yusof
- 64 What to Wear (and what NOT to wear) for an Interview

#beinspired

- 66 Rules of Life: Jennifer Lawrence and Jack Black



Pathway to undergraduate studies at IMU

Foundation in Science

KPM/JPT(N/010/3/0186)09/2018

Intakes : Apr, Jul and Sep
Duration : 1 year (3 semesters)



FIND OUT MORE



imu.my/eu



imu.my/fis-eu



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA

PRE-UNIVERSITY

- **Foundation in Science**
KPM/JPT(N/010/3/0186)09/2018
Apr, Jul & Sep

UNDERGRADUATE

- **Medicine**
KPM/JPT(R/721/6/0033)09/2018
Feb & Aug
- **Dentistry**
KPM/JPT(R/724/6/0010)01/2018
Feb
- **Pharmacy**
KPM/JPT(R/727/6/0050)09/2018
Aug & Sep
- **Pharmaceutical Chemistry**
KPM/JPT(R/442/6/0003)01/2018
Feb, Aug & Sep
- **Nursing**
KPM/JPT(R/723/6/0125)04/2020
Sep
- **Dietetics with Nutrition**
KPM/JPT(R/726/6/0021)09/2017
Aug & Sep
- **Nutrition**
KPM/JPT(N/726/6/0011)06/2017
Aug & Sep
- **Biomedical Science**
KPM/JPT(R/421/6/0011)12/2017
Aug & Sep
- **Medical Biotechnology**
KPM/JPT(R/545/6/0014)09/2017
Aug & Sep
- **Psychology**
KPM/JPT(R/311/6/0013)09/2017
Feb & Sep
- **Chiropractic**
KPM/JPT(R/726/6/0004)08/2019
Feb & Aug
- **Chinese Medicine**
KPM/JPT(KA10260)01/2016
Feb & Sep
- **Nursing Science**
KPM/JPT(R/723/6/0101)01/2019
For registered nurses
Feb & Sep

POSTGRADUATE

- **Public Health (MSc)**
KPM/JPT(R/720/7/0077)09/2020
Mar & Sep
- **Analytical & Pharmaceutical Chemistry (MSc)**
KPM/JPT(N/442/7/0001)01/2017
Mar & Sep
- **Molecular Medicine (MSc)**
KPM/JPT(N/421/7/0010)07/2017
Mar & Sep
- **Pharmacy Practice (Master)**
KPM/JPT(N/727/7/0051)03/2019
Mar & Sep
- **Environmental Health (MSc)**
KPM/JPT(N/422/7/0005)07/2019
Mar & Sep
- **Postgraduate by Research (MSc/PhD)**
KPM/JPT(R/720/7/0049)06/2019,
KPM/JPT(R/721/8/0043)01/2020
Throughout the year

A Promising Start to a Career in Healthcare at the International Medical University (IMU)

2015 sees an exciting year for Foundation in Science (FIS) students, especially for the 132 students who have successfully completed their yearlong FIS programme at IMU and are now continuing their tertiary education at IMU in the field of medicine, dentistry, pharmacy and health sciences.

Shamir Das, an FIS graduate said, “The depth of the content in the subjects offered in the Foundation in Science has broadened my knowledge and provided a strong foundation for my degree.”

“The lecturers would go out of their way to assist students in any way and provide further explanations on what we learned,” added Shamir, who is also IMU scholarship recipient and will be continuing his studies in the Psychology programme at IMU.

Since its inception in 2014, the pre-university programme aims to prepare students academically and holistically for their undergraduate studies in IMU. With that aim in mind, the teaching methodology and assessment methods employed in FIS are aligned to the methodologies used in the undergraduate programmes. This gives the students an early exposure and good head start to the undergraduate learning environment.

In the initial stage of the programme, students may feel overwhelmed by their new learning environment. They soon realise the importance and benefit of the teaching methodology used in FIS as it enhanced their learning during tertiary studies. Aside from preparing students academically and holistically for independent learning, the programme also has a strong pastoral care system in place. Each FIS student is assigned to an academic mentor whom the students can seek help and guidance from regarding academic matters.

April Zaw from Yangon, Myanmar, currently in Semester 2 of the FIS programme said, “I didn't know what to expect from this programme. But to my delight, everyone here was very supportive. My experience here is more than what I expected”.

Not only that, among these students who have started their degree courses in IMU, six of them received full and partial scholarships to pursue their degree courses in Chiropractic, Medical Biotechnology, Pharmaceutical Chemistry, Psychology and Dietetics with Nutrition.

Shamir Das, Nicholas Fah Guo Yuen, Chan Jie Yong, Joshua Kuruvilla and Lim Jing Yi both received 100% tuition fee waiver for their undergraduate studies in psychology, dietetics with nutrition, chiropractic, medical biotechnology and pharmaceutical chemistry programmes respectively while Lim Jia Min received a 50% waiver in tuition fees. These students competed with other pre-university students for the coveted scholarships and was chosen based on their outstanding academic excellence, extra curriculum participation and leadership qualities.

The International Medical University (IMU) is Malaysia's first and most established private medical and healthcare university with over 23 years of dedicated focus in healthcare education. The University is the first university in Malaysia that offers conventional and complementary medicine, all under one roof.

For more information, please refer to:
www.imu.edu.my
start@imu.edu.my
03 - 2727 7457





By the time you get your hands on this magazine, a wave of changes is expected to happen - tension of the recent SPM exams would have plummeted as the holiday spirit envelops us, and while everything is bright and merry, some of you could be at the FACON Education Fair in KLCC this December deciding which course to take whilst silently hoping you get aces on your actual SPM results - nagging thoughts you would rather muffle with the latest Star Wars movie or New Year's dinner party.

Nerve wracking it is, change is exciting. It's a cycle that all of us operate in and that's totally fine as I've been there, too. Taking over the magazine with a fresh team of young writers was a tough experience but it was a great opportunity to decide and flesh out new ideas. Thoughts of failing trouble our minds but those are the very things that hinder us from growing. After having said that, I would encourage all of you to be the recipe for change. Don't be afraid to cook up some trouble.

Lyn Cacha

PUBLISHER

easyuni Sdn Bhd
9-9, The Boulevard Offices
Mid Valley City, Lingkaran Syed Putra
59200, Kuala Lumpur
T: +6 03 220 220 71
F: +6 03 220 220 72

CONTENT

lyn.cacha@easyuni.com
Lyn Cacha

MARKETING

Lily Yan
lily.yan@easyuni.com

SALES

Samantha Chen
samantha.chen@easyuni.com

Edward Emilio
edward.emilio@easyuni.com

Olga Tsilyk
olga.tsilyk@easyuni.com

Oliver Laoh
oliver.laoh@easyuni.com

Zhanar Abilmazhinova
zhanar@easyuni.com

Lucie Lacinova
lucie.lacinova@easyuni.com

Easyuni Ultimate University Guidebook is published by Easyuni Sdn Bhd. All rights reserved. No part of this magazine may be reproduced without permission of Easyuni Sdn Bhd. The opinions expressed in Easyuni Ultimate University Guidebook magazine are those of the writers and are not necessarily endorsed by Easyuni Sdn Bhd. Easyuni Sdn Bhd accepts no responsibility for unsolicited manuscripts, transparencies or other materials. If you claim ownership of something we have published, we will be please to make a proper acknowledgement.

Copyright 2014. KDN PP18024/01/2013(033231). Printed by Times Offset (M) Sdn Bhd, Bangunan Times Publishing, Lot 46, Subang Hi-Tech Industrial Park, Batu Tiga, 40000, Shah Alam, Selangor. Distributed by MPH Distributors Sdn Bhd, Malaysia. Easyuni Sdn Bhd, 9-9, The Boulevard Offices, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia. T: +603 220 220 71 F: +603 220 220 72 E: hello@easyuni.com. For subscriptions and bulk purchases, please contact the Editorial Team, editors@easyuni.com.

easyuni Ultimate University Guide is available at the following retail outlets



BORDERS.

times

BOOKS
Kinokuniya

POPULAR

You can also get a copy at over 800 schools and 250 universities throughout Malaysia

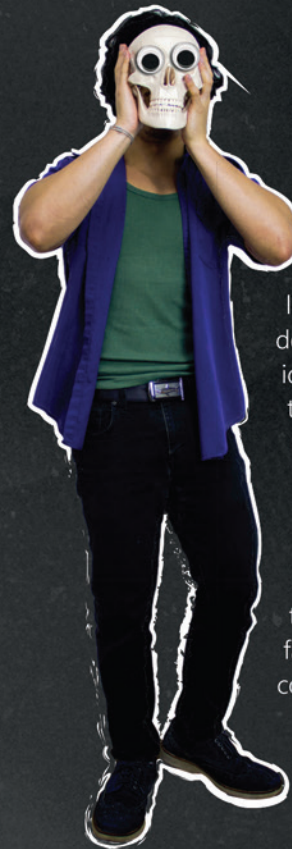
Queenie

She is fun-loving, easily fascinated by the littlest things around her, and would not give up the chance to introduce herself and get to know new people. With her outgoing attitude, you would have never expected that her escape to Wonderland would be sitting alone in a chill place, surrounded by books and good music. Speaking of music, if you look in to her Spotify playlist, you'll find a mix of rock songs, indie acoustic songs, and classical music!



Julian

Poor Julian was born with boneitis, a spooky disease that literally turned his face with a detachable skull. He still has no idea about the googly eyes, but that had not deterred him to achieve his ambition as a lead graphic designer with Easyuni. Due to the nature of his unique condition, he is often seen reading works of horror fiction to try and empathize with having a face that is just too spooky to comprehend.



And no, he still will not tell what he drew on 12 September, 1997.

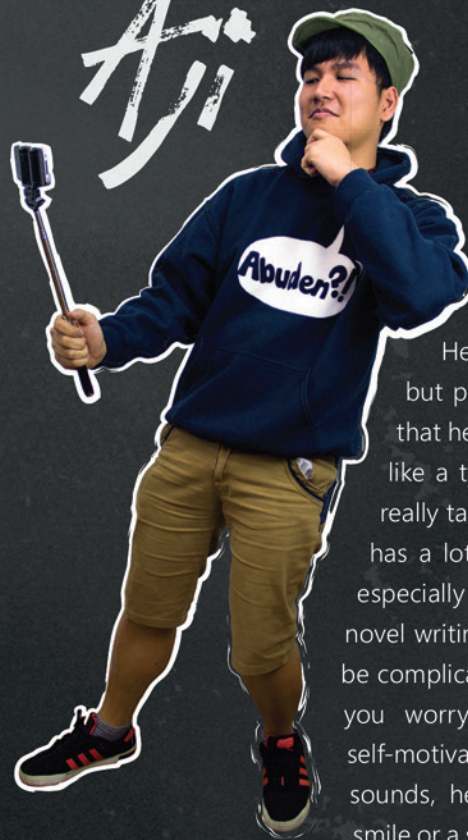
Kelvin

First thing first, this guy right here can be sporty sometimes. He's an outgoing and an easy-going guy who can blend in any people and environments. Social is a huge part of his life. He has a wide range of friends and each of them are equally significant to him. He is always putting on a smile to express the simplest greeting to people. Fun guy to work with too. And oh, he has a thing for photography too. Still a fresh rookie, but enough passion to pursue it.



Aji

He was born in August, but people keep telling him that he does not look and act like a typical Leo. He doesn't really talk much, but he always has a lot of ideas in his mind, especially when it comes to novel writing. Life sometimes can be complicated for him, but don't you worry, he's very good at self-motivating. As cheesy as it sounds, he also believes that a smile or a simple compliment can heal a broken heart.





COMMUNITY COLLEGE is the largest system of public education in the United States. It offers the first two-years of a bachelor's degree program then students transfer for their final two-years to earn their degree from a University. Its mission is to provide access to all students interested in pursuing undergraduate studies. Community college is a common pathway where nearly 50% of American students begin. Transfer admissions from a community college to a university is considerably less competitive than entrance as a 1st-year student. This is a particularly strong option for those who do not yet meet entrance requirements to top Universities, including English proficiency. SAT or ACT is not required to enroll at community college and when students apply for transfer admissions, secondary school marks are no longer considered; only subjects completed and marks earned at the community college. Tuition is also significantly lower for courses equivalent to those offered at a traditional 4-year university.

ORANGE COAST COLLEGE AT A GLANCE

Total Enrollment 24,000	Average Temperature
International Students 1,100	Low (winter): 10 C
Countries Represented 75	High (summer): 23 C
Annual Tuition \$6,648	Accreditation WASC
Annual Housing \$10,200 est.	Western Association of Schools and Colleges

ORANGE COAST COLLEGE offers 130 programs leading to associate's degrees, certificates, and transfer admission to top 4-year Universities. OCC is #1 in Orange County and #3 overall in the number of transfer students to the University of California (UC) which include UCLA and UC Berkeley and the California State University (CSU) systems. OCC's international students have also transferred to some of the most selective universities in the US including the Ivy League. Our most popular courses include Architecture, Business, Culinary Arts, Engineering, Film, Marine Science, and Travel/Tourism.

QUICK FACTS

- 🕒 Orange Coast College awards nearly \$400,000 every year in scholarships to outstanding students.
- 🕒 Former students and alumni are leaders in the entertainment and fashion industry including designer and entrepreneur Paul Frank who now teaches at OCC.
- 🕒 OCC has one of the most successful athletic programs in the US winning more than 100 championships and is the only community college who competes in collegiate-level crew (rowing) defending teams from Harvard, Stanford, and UCLA.

ORANGE COUNTY(OC), in the city of Costa Mesa is home to Orange Coast College. It is located approximately 70 km. south of Los Angeles County and 130 km. north of San Diego County. OCC is located nearby the coastline of Orange County one of the safest and most desirable communities in Southern California. It is also home to Disneyland Resort© and California's most popular beaches.

TRANSFER AGREEMENTS WITH UNIVERSITIES

As a fully-accredited institution, Orange Coast College meets the transfer credit standards for nearly every University in the US. OCC has transfer admissions agreements with nearly 100 universities, including Transfer Admissions Guarantee (TAG) with 6 University of California (UC) campuses and nearly every California State University (CSU) campus. UCLA also offers a priority transfer admissions program called TAP (Transfer Alliance Program) to OCC's honors students interested in pursuing a course in Letters and Science.

STUDENT SPOTLIGHTS



"My professors were available every time my classmates and I needed them. They did appreciate my struggle as English is not my first language, and that is what actually motivated me to learn more". – **HANI MUFEED AL-FARAIS**, Yemen, transfer to Cal Poly Pomona, Industrial Engineering



"I got a great education [at OCC] and had leadership roles in student clubs. I was admitted to all the universities I applied to and all offered me big scholarships" – **VY HOANG**, Vietnam, transfer to the University of Oklahoma, Business



OCC has been the best choice. Professors are highly knowledgeable. There are a large number of majors and considerable transfer programs which allow students to transfer to the most prestigious Universities. OCC helped me achieve my goals". **GIUSEPPE SALVI**, Italy, transfer to Columbia University, Pre-Medicine



ORANGE COAST COLLEGE

Costa Mesa, Orange County, California

"Named Top Community College in Southern California" –

Edsmart.org 2015 based on transfer rates to 4-year Universities/College and overall student retention




SAVE MORE THAN **50%** in tuition and fees by starting your bachelor's degree at OCC

Increase your chances of admissions to highly selective Universities/Liberal Arts Colleges across the USA

In the past 10 years, more than **16,000** OCC students have transferred to the University of California and California State University campuses, which includes **UCLA, UC Berkeley, and CSU Long Beach**

Attend a college minutes from **Disneyland®**, famous beaches, and prestigious **4-year Universities.**



"I chose OCC [Orange Coast College] because of its reputation of being a top transfer school. As an international student, I liked that there was professors from different countries. My first choice to transfer was UC [University of California] Irvine because it's so close to OCC and I love Orange County. I was accepted to my dream school and four other UC's!" –

QIFAN (JASON) YANG,
HEFEI, CHINA

APPLY TODAY!

Orange Coast College offers three intakes per academic year: Summer, Spring, and Fall. For information about admissions requirements, deadlines, and to access to application, visit the International Center Website.



Orange Coast College International Center
2701 Fairview Road Costa Mesa, CA 92626
www.orangecoastcollege.edu/international
occinternational@ccd.edu

*Orange Coast College is fully accredited by the Western Association of Schools and Colleges (WASC)



PROFESSIONAL COSPLAYER

DO YOU WANT TO EXPERIENCE A FANTASY WORLD FOR A WHOLE DAY? BE A FAMOUS SUPERSTAR ON THE CENTRE STAGE? GET PAID BY HUNDREDS OF THOUSANDS OF FANS TO BE A SUPERHERO OR A VILLAIN? IF YOU SAID YES TO ALL THIS, THEN YOU MIGHT JUST HAVE WHAT IT TAKES TO BE A PROFESSIONAL COSPLAYER.



Cosplay = costume+play

Who first said it? = Nobuyuki Takahashi, a Japanese journalist when he tried to find a word to describe people wearing costumes at Los Angeles WorldCon in 1984. He originally wanted to use the word "masquerade" but felt the word sounded too old fashioned!

Famous male cosplayer to look out for = Anthony Misiano, famous for being The Joker from Batman universe. He has nearly 200,000 likes on his Facebook page as of August 2015.

Famous female cosplayer to look out for = Anna Faith, famous for being Elsa from Disney's Frozen. She has over half a million Instagram followers as of September 2015.



INTRODUCTION

If you don't know it by now, cosplay is extremely popular. This trend was first picked up by students in Japan and the USA when anime and manga was introduced to the shops and television for the first time during the late 1970s. The unusual plot lines, colourful characters and ridiculous over-the-top acting inspired creative fans to start thinking of costume and makeup designs for them to re-live key moments in their favourite episodes.

The practice of wearing costumes to entertain people soon became important on its own right. Event managers teamed up with big film and television studios to host their shows in a dedicated hall or convention centre on a specific date to promote or sell merchandise and increase the number of fans. Cosplayers suddenly became an important resource to do all this promotion – and so the world of professional cosplaying was born.

HOW IS THIS A CAREER?

Cosplaying may seem like a bunch of people with a lot of free time on their hands, but there is more to it than meets the eye. Many cosplayers hold a degree in fashion or social media marketing in order to get connections with companies and studios that advertise on popular media sharing sites such as YouTube or Instagram. The more a cosplayer promotes that particular game, anime or movie, the higher the chance of being sponsored to official events or movie openings to increase interest amongst the public at large.

Cosplayers who do a version of a famous character or design their own original personalities also often have degrees in photography or graphic design. Many cosplayers try to downplay their profession by saying that what they do is a type of hobby, in order to ensure their fans that they are not being forced to pay to see them perform in public.



HOW DO I GET STARTED?

Cosplayers often begin with very little resources at their disposal. Whatever money you have will be spent on props, wigs, discount outfits or last year's makeup brand. Students especially like starting fan pages on Tumblr or Facebook to sell their fan art or rent out costumes. Remember to also be on-point with your social media game. This can be your most important support group to help launch your career if you are very serious in becoming a famous cosplayer.

INTERVIEW WITH A COSPLAYER

RIV AIKII



HI! I'M RIV AIKI FROM SINGAPORE, A 5TH YEAR STUDENT MAJORING IN VISUAL ARTS IN SOTA (SCHOOL OF THE ARTS SINGAPORE).

I got into cosplay only a year back (September 2014). Despite so, I've had prior interest in cosplay – taking curiosity in cosplay done both by professionals and fellow classmates in the same art course. The process and skill involved in the process of creating costumes really fascinated me. I only lacked the courage in actually going out to cosplay myself *laughs*

I've however always had an interest in the area of art and craft, hence leading up to my registration in an arts school as a Visual Arts student. Hence, I believe my interest in art and techniques I've learnt through attending art courses has played a huge role in developing my craft skills in cosplay (e.g. making props/selecting suitable materials for projects).

WHAT HAPPENS BACKSTAGE? WHEN YOU PREPARE FOR A MAJOR COSPLAY EVENT?

Often a lot of crazy rushing in making of props and costumes begins only a few weeks before a cosplay event. Being busy students, we're mainly able to touch on our cosplay-related only during holidays, and hence push it all to the last minute. Event days often begin with me waking up early – in order to make sure my makeup and any other thing I may need for the day is in place. It still takes me insanely long to put on makeup, and hence preparation time at home is necessary for me.

WHO DO YOU LIKE TO COSPLAY AS AND WHY?

Generally, characters that hold similar motives and ideals to me are the ones that really interest me. I do get concerned if I'll 'look the part' for my character (e.g. having a similar body type), but often try not to get too caught up with that and instead enjoy cosplaying the character in my own interest.

Having said that, my favourite character to cosplay is Levi Ackerman (Attack On Titan). Being my favourite character from the first anime I got hooked onto, I definitely hold a special affinity for this character. The complexities that gradually unfold in his backstory – explaining his character's motives greatly interest me. How he's of similar appearance to me also makes him a character I've become very comfortable with cosplaying - having a perpetual 'poker face' and being of short stature.



DREAM BIG

and let us help you make it a reality

At Cyberjaya University College of Medical Sciences, a top tier healthcare university, we are committed to helping you achieve your career dreams. Visit us and learn about our full range of over 20 Bachelor's degree and postgraduate programmes. An exciting career in the healthcare industry awaits you.

**JANUARY INTAKE
IS NOW OPEN**

Pathfinder Programme

Call us to find out more about our unique 4-week pre-university & career exposure course. Experience an exciting university life and try your hand at various healthcare career options. Activities include classroom session, practical laboratory experiments, hands on learning, sports and recreation, study tours and more. Limited seats for our January 2016 session.



CYBERJAYA UNIVERSITY COLLEGE
of MEDICAL SCIENCES

Nurturing the Passion to Care

KPT/JPS/DFT/US/B20

www.cybermed.edu.my



Welcome
on board

American
University
in Bulgaria



Your
Education
Destination

Discover more at
www.aubg.edu



The American University in Bulgaria is an American style liberal arts university offering the same high quality liberal arts education that has been established as one of the best in the world. AUBG is accredited in the US and in Bulgaria and the diploma is recognized worldwide. The University offers 10 primary and 1 secondary BA programs, and an Executive MBA program. Students come from 40 countries, and at AUBG they are mentored by highly qualified scholars. And the University complements this by the newest teaching and hands-on learning methods in a state-of-the-art campus. The University tops the official ranking of Bulgarian universities 2014 - all five of the academic programs at AUBG that were listed were ranked among the top, with Business Administration and Journalism rated as Bulgaria's best. In addition, AUBG graduates are one of the most sought-after specialists, and receive some of the highest incomes in their fields.

7 Reasons Why You'll Love Life and Learning at AUBG

1. Two diplomas recognized worldwide
2. Outstanding international faculty from five continents
3. More than 90% of incoming students receive some form of financial support
4. Exchange programs with over 300 universities around the world
5. More than 40 student clubs on campus for every interest
6. Close-knit global alumni network of around 4,000 successful graduates
7. Situated in the student-friendly city of Blagoevgrad, only an hour from Sofia, the capital of Bulgaria



Check out our amazing virtual tour at
www.aubg.edu/campus-virtual-tour



” AUBG is a truly unique place and with its diverse student body, inspiring faculty and world-class education, and academic philosophy it serves as a bridge between cultures. I feel privileged to have been and continue to be a part of its journey “

Ana Milicevic from Serbia, Class of 2001
Digital Media and Advertising Technology
Consultant at SAS Lead Industry, New York

Social



MEDIA

MARKETING



Have you recently clicked or liked a Facebook post because the title is too catchy? Have you posted photos on Instagram using hashtags to win a pair of tickets? And has it transpired in your mind to try out the ice bucket challenge on YouTube? Well, these and more are the workings of a social media marketer.

[Reply to this](#)

Social media marketers are one of the many careers created when social media started to influence the way people search, receive, and share information. Before we go any further, social media are online platforms that allow you to search, create and share information of just about anything under the sun. It's great, right?

Did you know that Malaysians spend about 5 hours online every day and most of it is spent on social media?

Now, this new way of consuming and sharing information has made businesses, organisations and governments alike to value social media's effectiveness in driving traffic to their websites, building good relationships with customers, improving branding, and above all...influencing their purchase decisions.

↑
46
↓

Do you want to become a social media marketer? Well, most of today's social media marketers come from very diverse education backgrounds such as journalism, traditional marketing, mass communications, graphic design, public relations, political science, law, accountancy, and even engineering.

↑
22
↓

Since this career is relatively new, there are a few institutions offering courses that specialise in social media marketing. With that being said, you don't have to wait for university to start your career in social media marketing. Social media marketers are basically practitioners of the art.

For instance, you can start by maintaining a blog that ties up with your facebook, Instagram or twitter account. You can supplement it with reading books and watching tutorials on social media marketing practises (there are millions of them!). With consistent practice and application, you'll learn and acquire insights that are not necessarily taught in school.

Makings of a social media marketer



Today



So you want to get paid to be on Facebook and Twitter all day but do you have the personality and skills to become one? It's not all easy in social media marketing because you will be facing new challenges every time. With that said, we're giving you some ideas on what qualities you must have if you embark on this kind of career.



1. Sociability

Social media is for meeting new people, therefore you must learn how to start and maintain new social media friends. Be it Snapchat or Instagram, you must be comfortable with using the right medium to reach out to the right audience.

2. Curiosity

Aside from being active in popular media platforms, you shouldn't hesitate to try out new social media sites that can help promote your products and services better.

3. Communication skills

Communication is key to good relationships and that include online ones as well. As a social media marketer, your job is to build an audience through persuasive and creative language. Practice your speaking skills!

4. Analytic thinking

Social media marketers spend a great amount of time researching how their audience behaves. With this kind of information, they are more prepared to create campaigns that deliver results.

5. Service oriented

As a marketer, customers now have a direct line to the brands they like and dislike through you. Part of a social media marketers' job is to listen to customers and use feedback to improve products and services.

6. Awareness

If you like hiding in your room for the whole day then this job is not for you. A social media marketer is aware of current trends and news reports as this is important to being relevant with their target audience.

Meet Mara

Social Media Marketer



Many are fascinated on how it's like to spend time online all day and get paid. Can you share with us how your daily routine is like?

Since my role is accountable for Avon's all owned, earned, and paid media in the digital sphere, my day starts with scanning all our social media accounts -- this involves answering customer questions or forwarding them to different departments in the company, interacting with our followers, or checking if our scheduled content are published.

This takes around 20-30 minutes of my day; this is only the part of the day that I'm online, so it's not really true that digital marketers spend all day online :) The rest of the day, I check the performance of our ad placements, I prepare digital activation plans, meet with different teams in Avon

- from Brand, Sales, PR, to HR, to get project briefs, meet with our digital agency to give project briefs, and basically check that all our digital activation plans are in place.

You took marketing management at La Salle, how has this course helped you in your career as a digital marketing manager?

Marketing Management courses in La Salle taught me the bigger picture of marketing. Digital marketing IS marketing. You may be using different tools to reach your customers, but sometimes the basic marketing concepts still apply in digital. So you have to know basic marketing first to become a truly efficient digital marketer.

Have you always wanted to become a marketer? Or did you have other careers in mind?

I wanted to become a writer before, but I was already interested in the Internet. That's why when I discovered blogging in 2001 I got really excited. It combines two of my favourite things - writing and being online. Up until 2008, I was still working on a career in publishing, until Avon called and asked me to interview for a Web Content Editor post. From there, my role evolved from creating content to marketing content. So in a way, my journey to becoming a writer was instrumental to becoming a digital marketer.

What certain traits and skills are needed to become a great social media/digital marketer?

Marketing and advertising basics, targeted communication, basic coding, creativity, intuition, and critical thinking. Think of digital marketing as a left brain-right brain job. You need both your creative and your analytical side work together.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

