

Personal Marketing Plan and its Influence on Employability: The case of Engineers in Business Management graduated of ITLAC

By José G. VARGAS-HERNANDEZ ^{a†}
Rebeca A. JIMENEZ ^b

Abstract. The objective of this paper is to review and analyze the main components of a personal marketing plan Engineers in Business Management Graduates ITLAC for better employability in the labor market. The analysis assumes that currently personal marketing has become an indispensable tool to achieve professional and personal success, enabling graduates of this professional profile make selling your image to achieve their objectives and goals. The method used is descriptive analytic from a literature review. Finally a marketing personal marketing plan is proposed.

Keywords. Graduates, Employability, Personal image, The labor market and personal marketing plan.

JEL. I21, J44, L84, M31.

1. Introduction

Today, marketing is an important management tool, especially for organizations with employer-client focus, direction indicator of a philosophy of service, because the efforts of the organization to identify and understand the needs and expectations of the consumer and therefore develop complementary services to meet those needs and requirements represent features that increase the level of markets satisfaction and added value. The value determines the usefulness of goods to meet the needs, i.e. for human purposes for which they serve.

Marketing is not only applicable to products and services, but can also be applied individually to our person. This is called marketing yourself, the fact of selling oneself has no great secret: it must be known the product and introduce oneself to others showing the best side. It is not lying, but to show the strengths in the process of recruitment. The difficult thing is to get a good result in each of the phases, as it is almost an art that requires some practice. But there are many marketing strategies that help engineers in management graduated from Technological Institute of Lázaro Cárdenas (ITLAC), into a rapid insertion in the workplace.

This article consists of five sections: Section 1 begins with a brief introduction of personal marketing, paragraph 2, includes personal marketing conceptualization,

^{a†} Universidad de Guadalajara, Periférico Norte 799 Edif. G201-7; Los Belenes; C.P. 45100, Zapopan, Jalisco, México.

☎. +523337703340 Ext. 25685 ✉. josevargas@cucea.udg.mx

^b Instituto Tecnológico de Lázaro Cárdenas, Avenida Melchor Ocampo No. 2555, Ciudad Lázaro Cárdenas Michoacán, C.P. México.

☎. (753) 210-40 y 71977 ✉. rebecca_aj@hotmail.com

Turkish Economic Review

and in paragraph 3 identifies the importance and paragraph 4 designs personal marketing plan proposed for the employability of Engineers in Business Management graduates ITLAC and finally the conclusions in paragraph 5.

2. Personal marketing

Personal marketing is the adaptation of general marketing to the individual, who must take into account the needs of the changing environment in order to achieve his/her personal and professional goals, making it necessary to address the needs of the person to the needs satisfaction of society where he lives as a person himself/herself. Marketing yourself, also called personal marketing, is a human activity whose purpose is to satisfy needs and desires of human beings through exchange processes (Kotler, 1989, p. 4).

From their side, Stanton, Etzel & Walker (2004, p.6) conceptualized marketing as a whole system of business activities designed to plan, set prices, promote and distribute products that meet market needs goals to achieve organizational goals. Complementing this Kotler & Keller (2006, p. 5) assert that marketing is to identify and meet the needs of people and society, which defined as meeting needs profitably. Mean while Kotler & Armstrong (2008, p. 5) define marketing as a process by which companies create value for employer-clients and establish solid relationships with them.

Based on the above definitions of marketing can be conceptualized personal marketing which is to choose the most appropriate tools and to achieve personal and professional goals strategies, taking into account the reality of people who live with the mat the level of relationship and often at the level of competition and all within a changing environment (Trenzano, 2003, p. 27).

Personal marketing is not appearance, is the image and this is achieved with attitude, showing passion for what he does. Personal marketing is basically selling him/her, showing the best side without lies, knowing well and highlighting his/her best to be selected (Sánchez, 2013). Personal marketing offers a set of techniques to improve the image in order to please and get employment. It is an integrated job system of focused on learning activities. This happens by self-analysis, positioning, negotiating salary, promotion, resume, cover letter, interview, business cards, networking and how to access the market to conquer its purposes.

3. Personal marketing for employability.

Global competition requires from now on, workers with features such as social and emotional intelligence, adaptability, flexibility, performance and performance. In other words, agents of change in a changing world. The first step to sell successfully knows how to sell the qualities described above through a well-constructed self-image which is constructed by how the person dresses, talks, writes, gesticulates and acts. All this must be combined in a coherent manner.

Yet however much care for the person self-image if he/she is not natural, sincere and respectful with other partners, he/she is never taken into account for a possible job. So, the knowledge of the individual is necessary, if as the level of knowledge, skills and values that can offer to the company the Engineers in Management graduated from ITLAC. The second step of the placement strategy is to have a well-written resume. The third is to move a job to another through the networking.

The fire test is the marketing staff job interview, where the final result will depend on communication skills through dialogue, the person realizes what wants from him the expert team in recruitment. So it is necessary to pay close attention to what claims and asks the interviewer and how to interpret what he/she needs from

the person. In the job search process many factors come into play more than those shown here. To follow these recommendations does not guarantee success, but if it helps to reach it.

4. Importance of personal marketing

Facing the dynamism and complexity of global markets, marketing has not only become a management tool, but a business philosophy, a fundamental attitude in the behavior of market-oriented organizations. In the case of Engineers in business management graduated from ITLAC, in order to occupy an important place in the industry they serve, to position themselves as valuable professionals and perhaps become as influential professionals, it is necessary to build up and promotion of their personal brand. They can be good professionals, but if employer-clients do not know, no one will recognize that merit. By applying personal marketing, engineers can enjoy a good reputation as a good professional and personal level recognition. A "good name", both at work and professional areas and personally, greatly benefits the development of career, relationships with the people around. To succeed in professional life is necessary to develop a personal marketing plan.

5. Personal Marketing plan proposed

5.1. Define the vision and personal goals

The personal vision involves imagining the destination to be built, creating the image of an ambition life, considering the environment in which the professionals operate. The personal vision is the impulse that motivates and directs efforts and gives sense and meaning to what a person does on a medium- and long-term. It answers to the questions Who am I ?, Where am I going ?, How do I perceive in the future ?, What I want to see me? What I want to achieve in my personal and professional life? Having a vision is like having a North where to go without hesitation (Lambin, 2003).

The objectives are the goals or targets and may be general or specific. Objectives should be set based on the ability of life, initiative, motivation and creativity of professionals and raise them in a positive way to have greater chances of success and should be: specific, measurable, achievable, realistic and defined in a set time. The objective consists to identify the goals that the person pursue in his/her work and personal life, What goals pursue next year ?, How will he/she get there ?, What obstacles see from now on that road ?, Where can he/she get support and assistance ?, How does the/she fit his/her goals with my organization or my job?

5.2. Self-diagnosis

It is important to recognize, how he/she is as a person, what his/her personality, what is he/she afraid of. Also he/she must recognize the strengths and weaknesses, what opportunities he/she has and what the threats are.

Table 1. Personal SWOT

Strengths (S)	Opportunities (O)
Age.	New businesses and / or projects.
Character	Personal contacts in companies.
Level of knowledge, skills and values.	Someone known in an important position.
Vocational	Postgraduate studies.
Weaknesses (W)	Threats (T)
Little experience.	More competitive graduates.
Low self-esteem.	Work / Economic Recession.
Lack of English proficiency.	Technological changes.
Inconclusive studies. Threats (A)	

Source: Authors

Turkish Economic Review

5.3. Identification of the target market

Every product or service should go to a targeted market. Engineers in Business Management ITLAC graduates are no exception. They must identify the market to which they will go and what needs meet in the best way. This is not easy, they must identify what should be the potential employer-clients such as businesses, boss, friends, family, everyone. Once identified, the engineers should ask if they have to approach their employer-clients all the same way. Will they, the engineers, always behave the same? Once identified potential employer-clients is necessary to define how to address each one. Kotler & Armstrong (2008) state that employer-clients can be reached in different ways, which are listed below:

1) Undifferentiated marketing. It is to identify a unique approach to reaching consumers: the image the way a person acts, talks and other factors must be the same, no matter which person is directed.

2) Differentiated marketing. It must segment employer-clients (companies, friends, women, men) and then develop a strategy for each segment.

3) Marketing one to one. The effort should be doubled, as it should be to use a strategy for each individual who will arrive depending on individual characteristics, image, way of acting, speaking and behaving, must be different for each one.

5.4. Brand

Brand is the key attributes an individual has and possess. For example, his/her name and last name. It is that for which a person is recognized and what his/her employer-clients prefer of him/her. The satisfaction of employer-clients is paramount to continue to build the brand. Individuals are the container. Their initial intangible benefit materializes with themselves, their persons, aspects, clothes, the way they relate etc. One key lies in maintaining their brand through the years. They target must perceive it interesting that they are and the benefits they can bring

5.5. Positioning

To make the positioning is necessary for engineers in business management graduates from ITLAC, to make a reflection of the knowledge, skills and values acquired, as well as interest, motivation and creativity with which they account. All this is necessary to do in order to have a clearer understanding of him/her and identify these defining attributes that can potentiate and those areas where they must improve.

6. Method

To achieve the research objective it was conducted an interview to 47 graduates of this professional profile in order to identify the level of reliability of professional skills and their relation to employability. The results of it were captured using a questionnaire based on Likert scale and captured by IBM.SPSS through 19.0 statistics program and the results were thrown as shown below.

7. Results

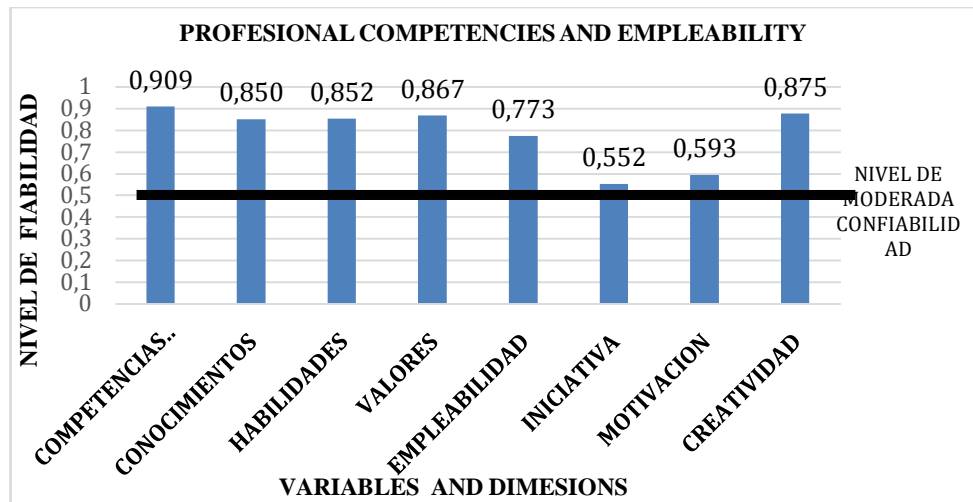


Figure 1. Alfa Cron Bach skills and employability

Source: based on data obtained from field research and processed through the SPSS program elaboration.

The position is to transmit a model to others, a number of characteristics by which differentiated perception get achieved the target. Initially, the employer-clients must know the product in depth, then define the target and make the penetration and positioning strategy. Based on their competencies, knowledge, skills and values combined with the initiative, motivation and creativity of themselves, define their personal and professional project, concluding in their life project.

To excel in any market and be the number one choice among employer-clients-target group, the engineers should have a differential value on skills, but more important is to know how to communicate that value. As much as it possesses a great value, if the individual is unable to communicate properly, the target group may not receive this value, and everything will be in vain. To communicate the value is important to follow the following steps: Identify and analyze the target audience, having a presence in those places, maintain an active participation, network and strong relationships with the target audience and establish trust

8. Mix marketing proposal

Personal marketing mix has the same elements as the marketing of the product and / or service, but with some variations.

8.1. Product

The product is the individual engineer, to improve what is on offer should be clear about who is he/she, his/her real experience, learn the skills, competitiveness, recognizing weaknesses, knowing that he/she must change in the way people communicate, the image that is projected and to potentiate be recognized strengths above. Many people choose to learn new things and improve things that are not very good.

8.2. Price

The price is set according to the market that the practitioner is directed and focused. It must work in two directions: Increase the price, according it is perceived, the person who will buy the service, the benefit he/she gets from what is offered to achieve a higher exchange value or minimize the value of trade for

Turkish Economic Review

obtaining, despite a minor benefit, a process of exchange. Determining the possible price that the product has on the market, considering the price prospect employer-clients would pay and the price it is offering the competition is then determined.

8.3. Place

Once defined the price, the engineer should be thinking about what channel to use to reach the target audience in the best way. He or she begins to wonder where he or she should be seen. All persons who are in the same environment must perceive how well he or she is and how much he or she can give. It is for this reason that he or she should know which places and times he or she needs to be seen and let he or she see. He or she must be seen in all those places and moments where he or she finds his or her public objective. He or she should attend all meetings, dinners and parties that allow him or her to build relationships that can help him or her meet his or her goals. He or she must develop the ability to start conversations or join them.

8.4. Promotion

At the moment, the engineer needs to think and define all the tools to use with the target audience. A common tool is the business card. This is necessary to take it at all times and take advantage of those moments that can be shared. It is important that this information contains the name, contact forms, skills and professional title. Another tool may be the creation of a website where important information is offered to employer-clients about what he or she does, contact forms, conferences, meetings and seminars in which he or she participates.

Another tool that can be used is social networks (Facebook, Twitter, WhatsApp, mail, google +, YouTube etc.) to create closer links with people. Through these links can be shared more information related to the professional life and it also gives the opportunity to use the ability to communicate directly with people and vice versa. It should highlight all the qualities that make you unique and add value to the employer-client as studies graduate university where these studies were conducted, languages mastered, personal and professional achievements that generate value to the employer-client and make him or her stands regarding competition.

9. Plan of action and personnel evaluation process

It is time to abandon the reflection and concrete action. It's time to act and carry everything before practice and then perform continuous monitoring to assess personal performance. All activities that are to be performed must be connected with everything previously thought. It is important that the actions that are to be made are planned. According to the objectives, the very specific activities that must be done to achieve the goals are determined. Example:

Table 2. *Action plan*

Time	30 days	60 days	1 year
Objectives			
Personal objective 1	Action 1	Action 1	Action 1
	Action 2	Action 2	Action 2
Professional objective 1	Action 1	Action 1	Action 1
	Action 2	Action 2	Action 2
Entrepreneurial objective 1	Action 1	Action 1	Action 1
	Action 2	Action 2	Action 2

Source: Own elaboration

Turkish Economic Review

Personal marketing is to establish long term relationships with the people around to create an environment of trust, honesty and appreciation among stakeholders; which generates employment and career opportunities that lead to personal growth. It is recommended to continue preparing and being trained i.e. increase knowledge, skills and improve attitudes and always be surrounded by excellent professionals with whom they can share knowledge and experiences and work with them on research, publications, and read some of their books and publications.

It is also necessary to make a proper time management. It is suggested to organize all the commitments in a schedule and assign an appropriate time, to avoid accumulation of things from falling into despair. Seek to be proactive in finding solutions to those problems that arise not only in the professional but also personal level.

10. Conclusions

Personal marketing contributes to a better understanding of the professional, to identify all those details that are not known in everyday life, but that influence the things that are made and how they are made, in the way people perceive those things and the projected image. Today's personal image is very important. Workers are the image of the company. To the professionals of the Engineering Business Management ITLAC graduates who have solid knowledge of personal marketing, it allows them to be sold successfully in the labor and professional market.

The personal marketing is identical to the marketing that makes products or services before going to market, so engineers have to improve their qualities that help them to achieve their goals of a more simple, easy and quick way both personal way professional. So it is important to enhance the image outward appearance, voice, tone, modulation, gestures, clothing coupled with the knowledge, skills and values that have the professionals, in addition to the improvement of initiative, motivation and creativity.

References

- Kotler, P. (1989). *Mercadotecnia*. México, D.F.: Editorial Prentice –Hall Hispanoamericana, S.A
- Kotler, P. & Armstrong, G. (2006). *Dirección de Marketing*. México, D.F.: Editorial Pearson Prentice Hall. 12ª edición.
- Kotler, P. & Keller, K.L. (2008). *Fundamentos de Marketing*. México, D.F.: Editorial Pearson Prentice Hall. 8ª. Edición.
- Lambin, J. (2003). *Marketing estratégico*. México, D.F.: Editorial Mc Graw Hill.
- Sánchez, Y. (2013). *Self-marketing*. Recuperado el 20 de abril del 2015 de <http://es.scribd.com/doc/130208838/Marketin-Personal>.
- Stanton, W. Etzel, M. & Walker, B. (2004). *Fundamentos de Marketing*, México, D.F.: Editorial Mc Graw Hill. 13ª. Edición.
- Trenzano, J.M. (2003). *Marketing Personal*. Barcelona, España: Editorial. Gestión 2000.



Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by-nc/4.0>).

