
Raptor Consultants Group

A guide to my Practicum

The Site

Raptor Consultants Group (RCG) is a direct marketing company that is contracted through Fortune 500 companies. There are many departments from sales to graphic design within RCG. I was hired as a Entry Level Marketing Psychology Assistant, where I would research and test marketing strategies within different departments to test consumers reactions.



Duties and Responsibilities

**Introduction,
Company and
Product
Knowledge**

Week 1

**Sales, Test
Existing
Marketing
Strategies**

Week 2

**Marketing
Psychology**

Week 3



During my first two weeks, I spent every day in a retail location (typically a Walmart) selling to consumers and testing direct marketing tactics with my supervisor, Juliet.

1	A	B	C	D	E
2	Store #	Address	Location		
3	3689	3151 APEX PEAKWAY	APEX (NC)	Juliet	Colleen
4	5046	805 TOWN CENTRE BLVD	CLAYTON		
5	2247	2010 KILDAIRE FARM RD	CARY	Elvin	Juan
6	1634	1525 Glenn School Rd	DURHAM	Nishant	Bryan
7	2137	5450 NEW HOPE COMMONS DR	DURHAM (MI)	Mark	Jeffery
8	14200X	2000 Avondale Dr	Durham		
9	2836	1051 E BROAD ST	FUQUAY VARINA		
10	1191	501 HAMPTON POINTE B	HILLSBOROUGH		
11	4458	7016 GR ALFORD HWY	HOLLY SPRINGS		
12	2256	200 N KOOPER DR	HENDERSON		
13	1816	7106 KNIGHTDALE BLVD	KNIGHTDALE (MI)	Luis	Onye
14	1953	705 RETAIL WAY	LOUISBURG		
15	1156	8020 FAYETTEVILLE ROAD	LUMBERTON		
16	5118	30050 GLENWOOD AVE	RALEIGH	Con	Drew Carlos
17	6250	3001 SHILOH GLENN DR	MORRISVILLE (MI)	Tonio	
18	4684	8000 TOWN DR	RALEIGH	Monty	Josh W
19	3743	5141 NC-42	RALEIGH		
20	3992	2431 NEW BERN AVE	RALEIGH	Tony	Jonathan
21	3058	3725 NEW HOPE CHURCH RD	RALEIGH	Andres	Eduardo
22	1322	4500 FAYETTEVILLE RD	RALEIGH	Tra	Shin
23	1321	3259 N Briarleaf Blvd	SMITHFIELD		
24	1751	6608 GLENWOOD AVE	RALEIGH		
25	1312	670 LULLINGTON HWY	SPRING LAKE		
26	6958	2800 NC-24 #92	CAMERON		
27	1182	12500 US Hwy 15 501 N	CHAPEL HILL		
28	1774	3310 NC HWY 875	SANFORD		
29	1664	2500 FOREST HILLS RD W	WILSON		
30	5254	2114 S MAIN ST	WAKE FOREST		
31	4499	841 E GANNON AVE	ZERULON		
32	CPH200	1201 AVONDALE AVE	FAYETTEVILLE		
33	4565	2908 US HWY 70	GOLDSBORO		
34	6258	2800 NC-24	CAMERON		
35	1481	4601 Ramsey St	FAYETTEVILLE	Tyrese	Gabby
36	1336	3550 Skibo Rd	FAYETTEVILLE		
37	1595	7701 S Raeferd Rd	FAYETTEVILLE		
38	3929	3030 N MAIN ST	HOPE MILLS		
39	1284	1049 Durham Rd A	ROXBORO	Denise P	Mitten
40	5787	3545 FAYETTEVILLE RD	RAEFORD		
41	6879	2820 Gillaspie St	FAYETTEVILLE		
42	1236	1002 N Spence Ave	GOLDSBORO		
43	4564	2908 US Hwy 70 W	GOLDSBORO		

List of Sales Retail Location

Home Page

D3256 gruber rd

Address Line 2

-A| Apt/St

Spectrum
AUTHORIZED RETAILER

28

1 Address found, please select and submit. Please update and try again

D3256 Gruber Rd Fort Liberty, NC, 28310

Cancel
Select Address

Accounts
Orders
Home Page
Reports
Menu

Example of Sales Entry

Each day for the first two weeks we would get our retail placement for the day and head to the field to sell.

Week 3 I spent every day in the office further working with our marketing psychologist and team to create new strategies for each department. I also worked alongside the design team this week to create new name badges, for those who are consumer facing, that present professionalism and approachability.



The Design

I created this design pictured on the right for our new name badges using a theory of design that works based on social perception using social psychology concepts.



Take - Away

Overall, I am happy for this experience, however I would not recommend this specific practicum to anyone interested. I chose it because I wanted to step foot into the world of design psychology but was only able to practice this concept for one week. I do enjoy the field and would like to pursue further into it, but RCG was not the place for me. I advise anyone interested in pursuing a similar practicum to not pick a consulting agency as their site.



My first day at RCG