# 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

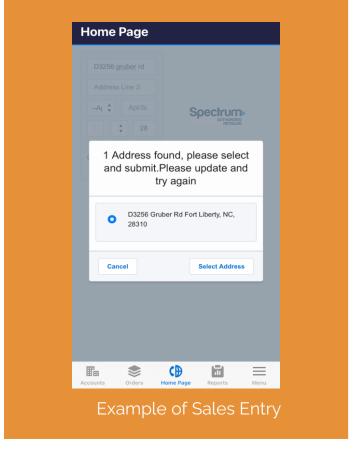
Week 3





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.





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.



My first day at RCG

## 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.