


Marketing and Building a Brand

THE FUNDAMENTAL TOOLS OF THE PROFESSIONAL NURSING STUDENT

LOGAN TULLETT, BSCN, BA



Goals and Intentions

- 1) Providing students with more options for marketing themselves so that they can compete when searching for employment and other opportunities as students.
 - 2) Raise awareness on the importance of building relationships/partnerships within the context of community nursing.
 - 3) Reinforce the value nursing students have to potential employers when they take these practices into effect.
- 

What is a Brand?

Common words nursing students use to describe their brand:

Advocacy, Leadership, Compassionate, Integrity, Honest
Communication, Dedicated, Caring, Patient-Centred Care, Humanistic Approach, Holistic
Care, Therapeutic Communication, Energetic, Enthusiastic, Passionate, Strong Open
Mind, Altruistic, Driven, Determined, Adaptive, Outgoing, Aggressive, Skill-
Builder, Upstream, Knowledgeable, Self-Motivated, Committed, Empathetic, Reliable, High-
Achieving, Lifelong Learner, Health Promotion and Management.

Brand Personality (Mulyanegara, Tsarenko, and Anderson, 2007).

Brand Personality Framework (Aaker, 1997).

Brand Experience (Brakus, Schmitt, and Zarantonello, 2009).

Why is marketing applicable to Nursing?

Diversification

Marketing Plan

Purchase Decision Process


SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

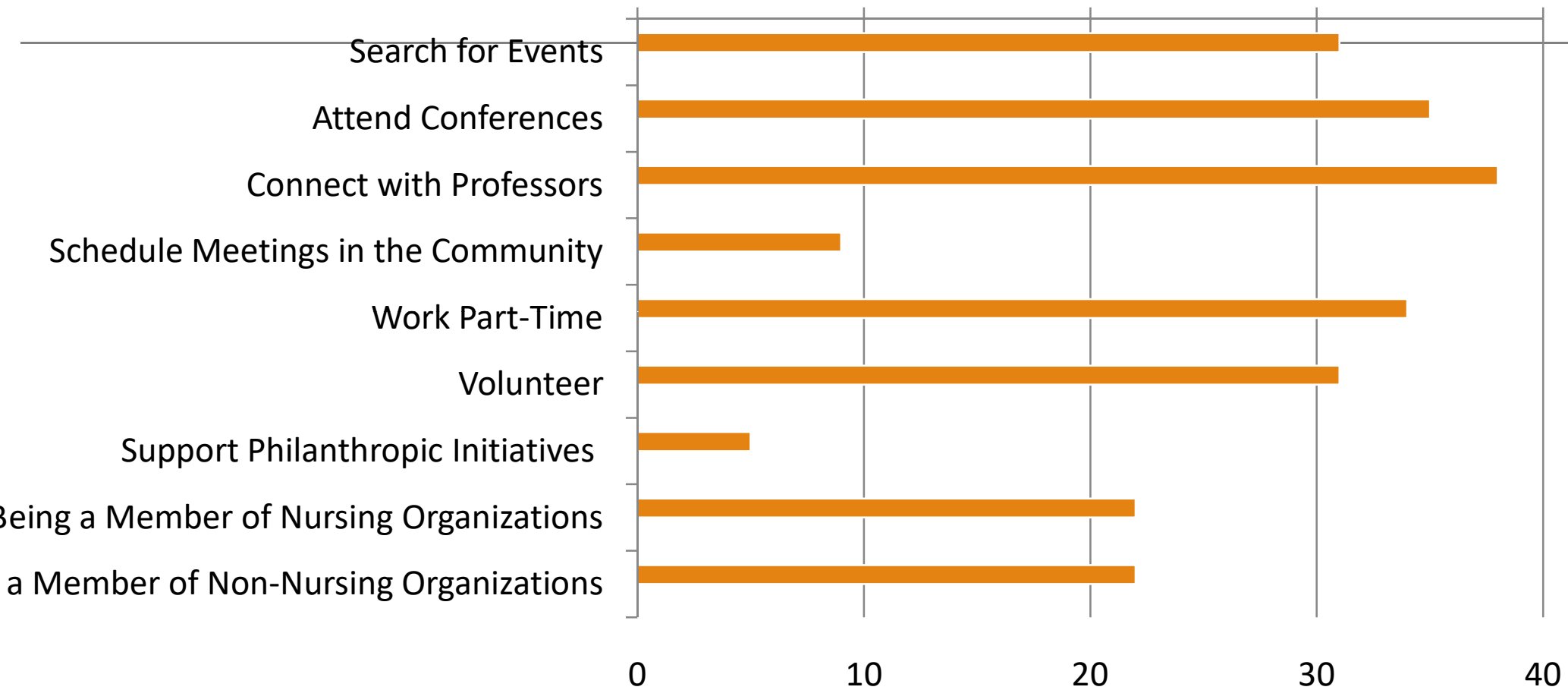
Survey Results

2) Rank the following student traits in order of most important to least important when finding employment in community or public health nursing.

6) What challenges do you experience that limit your ability to network, market yourself, and build your professional brand?



Survey Results - How students spend their time outside the classroom.




Marketing & Networking Strategies

Common choices by students:

- Volunteering
- Social media platforms
(Facebook, Instagram, WhatsApp, SnapChat)
- School and Community Memberships
- Work Part-time or Full-time
- Attend Conferences
- Connect with Professors
- Resume

Uncommon choices overlooked by students:

- Business cards
 - Charity/Philanthropic Events
 - Social media platforms (LinkedIn, Twitter)
 - Overseas work and school trips
 - Scholarships & Bursaries
 - Schedule meetings with people and organizations
 - Side Projects (not tied to school assignments)
- 

Professional Opinions

Sonya Canzian - Executive Vice President, Programs, Chief Nursing Executive and Chief Health Disciplines at St. Michael's Hospital

Murray Krock - Director Nursing Practice & Education at St. Michael's Hospital

Rob Fraser MN, RN - Clinical Nurse Lead, Health Care Services at Covenant House Toronto

Naomi Thulien NP-PHC, PhD - Covenant House Shelter for Youth

Margaret Verkuyl NP, PHC, MN - Professor at Centennial College

Michelle Hughes RN, MN - Professor at Centennial College

Audrey Kenmir RN, MN - Professor at Centennial College

Mary Claire Fyfe RN, MN - Professor at Centennial College



References

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34, 347-356.
- Brakus, J. J., Schmitt, B. H. & Zarantonello, L. (2009). *Brand Experience: What is it? How is it measures? Does it affect loyalty?* *Journal of Marketing*, 73, 52-68.
- Crane, F. G., Kerin, R. A., Hartley, S. W., & Rudelius, W. (2008). *Marketing*. Toronto, Ontario: McGraw-Hill Ryerson.
- Mulyanegara, R. C., Tsarenko, Y., & Anderson, A. (2007). The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. *Journal of Brand Management*, 16(4), 234-247. doi:10.1057/palgrave.bm.2550093

Thank you!

