

CAREER COACHING FOR STUDENTS IN TECHNICAL AND UNIVERSITY COURSES: CAREER COACHING 4.0

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SUMMARY

This article presents a study on the different marketing theories and the use of their tools in the development of a promotional campaign for Career Coaching 4.0. A qualitative literature review was carried out with the aim of identifying the main concepts about the course in progress and their applicability to the proposed work. The study provided a conceptual analysis of the main content of the Marketing for Executives course, allowing us to identify the relationships between these concepts and the proposal for promoting the product to future clients in technical schools and universities that offer in-person and distance learning. It presents the main media that will be used to promote Career Coaching and the different environments used to position the product in the market. It innovates by proposing a new concept for Coaching, considering the different strategies used to develop students in a multidisciplinary way with a focus on innovation and experience in highly technological organizations.

Keywords: Coaching, Career, Students, Technical Courses, Graduation.

ABSTRACT

The present article introduces a study about the different marketing theories and the applications of tools in elaboration of promotional campaign for the Career Coaching 4.0. It was a literature review of qualitative way, with the objective of identifying the main concepts about the subject underway and their applicability to proposed work. The study provided a conceptual analysis of main contents of Marketing for Executives subject, allowing to identify the existing relationships between these concepts and the product promotion proposal to future clients in technical schools and universities that offer presential and e-learning graduation. Presents the main media that will be used to promote the carrier coaching and the several used environments to position the product in Market. It innovates when proposing a new concept to coaching, considering the different strategies used to develop students in a multidisciplinary way with a focus on innovation and experience in highly technological organizations.

Keywords: Coaching; Carrier, students, Technical Course, Graduation.

1 INTRODUCTION

The world of work has been undergoing profound transformations in recent decades and with the advent of technology it is possible to see radical changes in the way professional responsibilities are occupied and exercised within organizations. Professional practices have then begun to be mediated by the most varied technologies that involve different processes, assisting and even executing with excellence many functions entrusted to workers. The response to all these changes was the transformation in the universe of

professions. To remain competitive in the job market, professionals need to invest in professional education and ongoing qualifications, with special attention to the strategic development of skills and competencies. For Takahashi (2015, p. 35), “individual, human or professional competencies are those that express the knowledge, skills and attitudes of individuals who work in an organization”. With the large supply of professionals increasingly qualified to hold leadership positions, it is necessary to develop a career plan compatible with the student's purpose.

By observing the different spaces for technical and higher education, offered in person and distance learning, it is possible to identify problems related to the process of choosing and managing a career, due to the lack of a specific process that identifies and evaluates different talents, generating new professional possibilities for these graduates in a market of uncertainty regarding the chosen profession. “Professional life involves individual needs and circumstances imposed by society, which are not always controllable, therefore, the study of careers must consider factors of unpredictability”. Veloso (2012, p. 03). Career Coaching 4.0 contributes to the stage of self-development and assertive choices for the design of a solid career plan that meets personal and professional goals. Many tools are used in the process and contribute to the improvement of skills and competencies, assisting in the medium and long-term goals of managing the careers of these students.

The work was written based on research and bibliographic studies that report on the theoretical concepts presented in the discipline of *Marketing for Executives*, analyzing data and information that contribute to the development of strategic actions and enhance the presentation of the product's promotional campaign. A preliminary study was carried out on the concepts and tools that can be used in the process of *coaching* and the marketing area content that was used as a reference for structuring the *Webquest*. The research methodology used was bibliographic, with a qualitative approach.

2 THE CAREER COACHING PROCESS FOR STUDENTS IN TECHNICAL AND UNIVERSITY COURSES

2.1 OFFERING CAREER COACHING AS A PERSONAL AND PROFESSIONAL DEVELOPMENT PROCESS

In her work on career, planning and management, Rosa (2012) states that in any career strategy the person must consider their potential with a realistic and satisfactory vision.

for activities in which the profile will tend to lead to the best results, with less effort. The proposal presents Career Coaching as a solution for the personal and professional development of students, with mediation work being carried out in person or online. It is dedicated to technical and university students who attend courses in person, hybrid and distance learning modalities. Following market trends and the transformations generated by disruptive decision-making processes, the product to be offered is CAREER COACHING 4.0. "Industrial Revolution, the use of machines to replace man and the end of work. Since the 18th century, issues like these have frightened and continue to frighten people, because of the changes resulting from technological advances that profoundly transform our way of life". Pavarina *et. al.* (2020, p. 32).

This product will be presented to its target audience following evaluation criteria that allow identifying opportunities and threats for the project, defining Marketing strategies focused on generating value and promoting talent, in the search for results that indicate growth and professional development for the job market based on management 4.0.

To assist in the development of the promotional campaign, it is necessary to research and analyze the central Marketing concepts presented in the bibliographical references and the contribution of the tools that can be used in the product launch project for the academic community. Therefore, it is essential to evaluate the contribution of traditional and digital marketing to the development of the work, as indicated by Kotler (2017, p. 02):

We believe that technological convergence will eventually lead to the convergence of digital marketing and traditional marketing. In a highly technological world, people crave deep engagement. The more social we are, the more we want things tailored to us. Supported by big data analytics (collection, processing and analysis of mega data), products become more personalized and services more personal. In the digital economy, the key is to leverage these paradoxes.

The set of Marketing tools provides effective action in promoting the services provided to students through a positioning that contributes to business management, offering the necessary means and methods that contribute to the dissemination of the product and the recognition of the professional for the process offered. Thus, Oliveira, Campomar (20, p. 04) contribute to the analogy by stating that "positioning is the definition of a value proposition that interests the company, that is significant to a target audience and that, in their perception, is distinctive and more attractive in relation to the proposals prepared by the competition". The bibliographic research contributed to the

analysis of the essential foundations of integrated marketing communication and their applicability in the construction of the promotional campaign, with special attention to the central concepts of service marketing, as indicated in the literature consulted:

Thus, the service sector is inserted in scenarios with constant changes and facing strong competitive pressures. For this reason, it is a segment that needs to be in constant evolution and in tune with the market and in a process of alert, adaptation and readjustment to the changing environments in which it is inserted to maintain its survival and sustainability. In this sense, it is necessary for organizations to remain alert and open to act in increasingly adverse and dynamic environments to exceed the expectations of end consumers (NEUMANN, 2012, p. 13).

These concepts help to build new concepts about the process and actions needed to provide guidance on the organization of the world of work and career management to this growing demand, identifying the real needs of academics in relation to the strategies that can be adopted for the personal and professional development in question. "In order to increase the probability that the objectives will be achieved, despite uncertainty and risk, a good strategy is necessary. In any scenario, the strategy is to think about a situation and decide what to do." Rosa (2011, p. 14).

The period leading up to university admission presents many challenges to young people, who feel pressured to choose a profession, often based on their parents' experiences, the influence of external factors or even movements and trends in the job market. As a result, many issues regarding career success and personal conflicts are related to the maturation process of these choices, determining different results when evaluating factors regarding the profession and self-fulfillment, as indicated by Sampaio (2011, p. 07):

The moment of choosing a career is always marked by a lack of planning, little research and a lot of intuition. Many young people, when they reach this stage, rush in search of a quick solution, taking last-minute measures! And they carry with them the stigma of putting things off until later, leaving life to chance.

The choice of technical schools and universities for students in face-to-face, hybrid and distance learning modalities is part of the strategy to generate opportunities in the provision of services based on the offer of guidance, counseling, consulting and career coaching, with the specific application of methods and techniques already proven in the market and that can contribute positively to the personal and professional development of students. The practice will be aimed at students with individual or group assistance for the different areas.

of operation, with services provided using synchronous or asynchronous communication technology tools, with sessions also being able to take place in person. The different physical spaces offered by universities or technical schools, such as libraries, study rooms or even accredited centers, can be used for the meetings. These students will also be served remotely with the help of technologies such as Meet, Skype, Zoom, WhatsApp, email and telephone.

When relating the service provided to new technologies that represent a disruption to the traditional, it is possible to perceive a growing appreciation of the term management 4.0, given the inspiration for service providers who intend to achieve their objectives with a focus on innovation and the transmission of new knowledge. Kotler (2017) contributes to the term, considering marketing 4.0 as a deepening and expansion of human-centered marketing to cover every aspect of the customer journey.

It is therefore necessary to offer Career Coaching as a development process that promotes and drives different talents, according to the coachee's real perspectives, in a personalized way and at the same time connected to the demands of the professional of the future. According to Veloso (2012), professional strategies play a fundamental role in career management with concrete actions involving personal and professional development, with the adoption of attitudes that can boost your progress as a future employee in the most varied organizations.

Career coaching 4.0 will be positioned as a product that offers different professional practices such as counseling, consulting, guidance and coaching, helping to identify and promote multiple skills needed by future candidates for technical, operational or strategic jobs in the job market. It brings together already consolidated tools, with dynamic work focused on student success. It promotes encouragement and leads to attitudes considered essential in organizational environments of continuous learning, as indicated by Robbins (2002, p. 37):

What is learning? A psychological definition is certainly broader than the lay view of what it is "what we do when we go to school". In reality, we all continue to "go to school". Learning happens all the time. A generally accepted definition of learning is, therefore, any relatively permanent change in behavior that occurs as a result of an experience. Ironically, we can say that change in behavior indicates the occurrence of learning, and that learning is change in behavior. The essence of the proposal is to promote these future professionals autonomously and independently, with special attention to academic activities linked to internships and trainee programs, as well as preparation for recruitment and selection that are carried out by different organizations. The positioning of the product was defined based on the observation of the intermediation work carried out to direct these students to the vacancies offered by the organizations. According to Oliveira; Campomar, p. 04):

Positioning is the definition of a value proposition that is of interest to the company, that is significant to a target audience and that, in their perception, is distinctive and more attractive in relation to the proposals developed by the competition. Thus, in simplified terms, positioning consists of the development and transmission (based on a brand) of a value proposition, based on aspects that are significant to a given target audience, which will be processed and compared with competitors, giving rise to the perceived positioning.

The process will be presented to students of technical or higher education courses, including undergraduate, technologist and bachelor's degrees. The main objective of mediation is to assist students with personalized action plans, focusing on the analysis and identification of skills and competencies necessary for the student's positioning in the job market. Students who have difficulty formalizing their choices or who need to define clear goals regarding their positioning in relation to the chosen career will be assisted.

2.2 PROMOTIONAL CAMPAIGN ENVIRONMENTS

The analysis helps to raise important questions about the effectiveness of the process and its effective contribution to students. It makes it possible to bring together different dissemination and promotion tools, focusing on a message that conveys responsibility and excellence in the service provided.

CAREER COACHING 4.0 was created to fill a gap within academic environments, whether technical or higher education, focusing on the vision of management processes that involve innovation and creativity, also adapting to the concepts of career planning and management.

The preparation of the Briefing contributes to the elaboration of the planning and execution stages of the project to launch CAREER COACHING 4.0, as an innovative proposal in offering this type of service to students and others involved, promoting a specialized professional practice that contributes directly to career guidance and choice. To this end, the world of work increasingly demands that its professionals have innovative management of different processes, as indicated in the literature consulted:

... Human resources are essential for the involvement and execution of their activities, so they need to be trained, valued and have knowledge about the tasks performed. Leadership must also disseminate the culture that in order to improve processes, better results will be achieved with the joint effort of the work team, in addition to the use of tools and techniques for solving and improving problems (Neumann, 2016, p. 198).

The communication vehicles used for promotion include digital platforms, social networks, blogs and websites specialized in career management. The process of

Offline dissemination includes the physical spaces of university and technical school campuses, the in-person support centers of these institutions, and units of partner organizations where interns and undergraduate collaborators work.

Accumulated experience contributes to the professional development strategy within companies, which often prefer to invest in professionals who already provide services to the organization and are encouraged through internal training programs. Specific business spaces that have a workforce of academics inserted through training programs are also considered a potential target audience due to the characteristics of the process developed.

The same thing happens in schools specialized in professionalization at a higher level. integrated and subsequent technical training. Students attend courses and seek to combine their theoretical learning with professional experiences and exchanges that contribute to their development in the chosen area.

2.3 PRESENTATION OF THE PROMOTIONAL CAMPAIGN

Initially, it is necessary to understand the main concepts presented in the literature and verify the different means that can be used in the campaign, objectively selecting the tools that are useful for practice and other elements that will serve as subsidies for the work of implementing the presented proposal.

Much reflection on the Marketing Mix itself is necessary, as it supports the theoretical presentation and collaborates in the implementation of the project, contributing to the success of students and others involved. The appropriate application of these tools minimizes risks and strengthens the promotion of the professional, proposing means of evaluation that indicate the satisfaction of the coachees served by the partnership projects between the professional and the organizations responsible for these students, as proposed by Kotler: (2017, p. 74). Brand positioning is basically an attractive promise that marketing professionals convey to win the hearts and minds of consumers. To demonstrate the true integrity of the brand and gain the trust of consumers, marketing professionals need to deliver on this promise with solid and concrete differentiation through their marketing mix.

The initial phase of the campaign informs the benefits attributed to the career development plan focused on the student's chosen area, reinforcing the intention

intended to offer the service as an aid in promoting a career in highly competitive environments.

The analysis of the 4 Ps helps to define strategies capable of mobilizing students willing to invest their time and money in specific practices to identify and align values, know their strengths and avoid limiting beliefs that can impede the process of self-knowledge.

According to Daronco (2008, p. 25):

Marketing Mix, Marketing Compound or 4 Ps are identical terms used in these different nomenclatures, but in practice they mean the same thing. They refer to the set of marketing tools that the company uses to pursue its marketing objectives in the target market. In other words, the marketing mix can be understood as the group of controllable marketing variables that the company uses to produce the desired response in the target market. The marketing mix consists of all the company's actions intended to influence the demand for its product.

The plan to publicize and promote the online service includes tools used synchronously, such as webinars and workshops, where the tools used, the different phases of the process and the benefits for the future coachee are presented. These events allow those involved to reflect on the job market, the areas of activity and the opportunities generated from a process that promotes self-knowledge and the development of skills for new market trends.

Many universities have employability centers or career centers within their structures, dedicated to the registration process and referral to opportunities in the formal job market. In partnership with these universities, events will be defined that can provide lectures to students of different courses, presenting the method and practices that include in-person and online assistance.

In-person workshops will also help to promote the process by forming groups of interested students, offering short introductory sessions in which success stories will be presented and opportunities to ask questions about the different stages of the career. Pro Bono helps in this phase, as it allows the student to go through personalized introductory sessions, indicating the best actions for each coachee, offering a service with the same quality and responsibility dedicated to official employment contracts.

The analysis of integrated marketing communication contributes to the development of objective actions in defining effective strategies for offering Coaching services within educational organizations, as indicated by Perroti et. al. (2012) in their considerations and report that the communication plan includes the definition of objectives, the strategies used, the control and execution and evaluation of the results for the campaign. The intention is

assist young people in their search for self-knowledge and definition of actions for future insertion in the job market.

Among the marketing tools used for advertising is internal communication, represented by publications produced by universities and technical schools. Short articles on the subject are published in academic journals and magazines, as well as services offered to those interested in developing new skills mediated by a dynamic and proven methodology through promotional marketing. Bulletins also make up the communication mix through links made by organizations that work with human resources and people development. "What is fascinating about Promotional Marketing is precisely the possibility of reinventing oneself at every moment, with each technology, and that is why this tool has developed so quickly. The future for this activity is not planned in the long term; the future is tomorrow, because every day the creative minds and the people who make the actions possible are ready for a new challenge." Riva *et. al.* (2013, p. 09).

Organizing lectures and workshops for students from different courses strengthens the promotion of work and contributes to the guidance activities carried out at the Educational Institutions partnering with the project. These events are organized in person and allow students from different areas to build networks and reflect on the common practices and specificities of each profession, contributing positively to the transformation of organizational environments. This partnership work strengthens the image of the Educational Institution, creating a space of multiple possibilities, integrating these students with the real world of work.

Interviews are also part of the set of actions required to publicize the work of mediation and process management, with partners in promoting the product including radio stations, specific magazines, blogs and even YouTube channels interested in publicizing materials related to the world of work. Sales promotion takes place at internal events at universities and at external events such as fairs, exhibitions, conventions, congresses, seminars and other promotional spaces. In contact with the target audience, gifts and bonuses are offered that can mobilize students and motivate them to seek a career guidance and development job. Personal selling is a fundamental factor in the work of publicizing and valuing the service provided, contributing to the consolidation of the marketing mix already used, as it is a direct and effective tool for winning new clients, here represented by the coachees. Thus, personal selling of the

coach becomes the main tool for promoting their services to organizations and people interested in the process. According to Perroti *et. al.* (2012, p. 63):

A successful salesperson, in addition to knowing how to explain the benefits of their products to the customer, must also know how to listen to their problems in order to offer the best solution. Therefore, it is understood that there are two basic guidelines for the salesperson, one of which is focused on selling themselves, that is, this professional must be trained in sales techniques, while the second is focused on the customer and, to this end, they must get used to listening in order to identify the needs of different customers.

One of the areas of communication assigned to the project to publicize and promote the service are digital tools, accounting for a large part of the actions to implement and organize the means necessary to seek real results, counted in the number of coachees served and processes mediated in a period of time to determine the effectiveness of the promotional campaign.

Support for corporate education can also be provided by offering workshops to a specific group of employees with specific training needs and using the tools necessary to identify skills and competencies at a technical and operational level. This type of training can be offered on a digital platform through e-learning for groups of interns, trainees or even employees who perform management and leadership functions within these corporate spaces that are partners of educational institutions. Pavarina *et. al.* (2020, p. 108) states that “the adoption of these technologies in education requires a new pedagogical format, focused on total connectivity, real-time information and integration of all processes or people at all times, one of the concepts of Internet 4.0”.

All the stages of dissemination and promotion of Career Coaching 4.0 are defined in an action plan that establishes a six-month period to complete the stages included in the project. Initially, the brand that defines the product and its relationship with students from technical schools and universities will be created. In a second stage, the work will be disseminated through digital media and audiovisual communication represented by websites, blogs, webinars and other online events. Next, the participants will participate in human resources events, career fairs, radio interviews and other media outlets interested in the partnership and dissemination of the product, voluntarily contributing to the development process of these students. At the beginning of the school year, the next phase of the project will be carried out, where in-person visits will take place at schools and universities to disseminate Career Coaching 4.0. In the last stage, the phases of the process, its tools, training and events will be presented free of charge to students with the aim of identifying the real needs and desires of the target audience. To conclude, the method, investment values and bonuses will be presented.

defined for students who sign a contract for the mediation of the process. Monitoring and maintenance after the process will take place throughout the academic year.

FINAL CONSIDERATIONS

The production of the paper helped identify the essential elements that help in the development of a promotional campaign and the contribution of the various tools used for the success of the business plan. It allowed the analysis of the main concepts and the application of different strategies that could be useful in structuring the project to launch the product in the academic environment.

It made it possible to evaluate the different aspects that influence the development of the campaign and the critical factors for the success of the project, with research work being an important ally to support the actions necessary to put the proposal into practice and obtain results in the space chosen to conduct the work.

Through practice, it was possible to gather data and information about the career coaching process and its contribution to the academic community, with the use of different tools that can be used in the personal and professional development of students. It is suggested that research continue due to the importance of the topic for academics and professionals, as well as for organizations, providing new reflections and new projects on the process of *coaching* and career management.

In short, using integrated marketing communication tools is extremely important to implement ideas and leverage projects, adding value to products and services through the available means. It is of great value for global organizations to invest in human capital as a strategic differentiator, with special attention to professionals aligned with the different processes involving technology and innovation.

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