

All About Co-op

For Ted Rogers School Students

This report profiles Ted Rogers Co-op students who secured their Co-op positions by establishing relationships with potential employers via networking.

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Networking Success Stories

Meet David Voron, Marketing Management Co-op Student

We had a conversation recently with [David Voron](#), a 3rd-year Marketing Management Co-op student at the Ted Rogers School of Management. He was a Project Coordinator at the Business Career Hub (BCH) and a Research Assistant at the Ted Rogers School.

David secured his Summer 2023 Co-op position as a **Marketing Intern at Molson Coors Beverage Company** by attending an employer networking event outside of TMU.

[Molson Coors](#) is a beverage company that has been brewing beverages for over two centuries. They have many beer brands under them, such as Coors Light, Miller Lite, Molson Canadian, and many more.



[David Voron](#)



**MOLSON
COORS** beverage
company

Q: How did you hear about the employer networking event?

A: I received an email from Charmaine, my Co-op Coordinator, on September 29th about a Molson Coors' in-person networking event at the Madison Pub.

Q: What made you decide to attend this networking event?

A: Going to this event was a culmination of many factors, creating the perfect storm.

- Firstly, I was on the hunt for internships. I was applying to at least two positions per day through the Co-op portal and actively looking for ways to expand my network.
- Secondly, that day, I just happened to be wearing dark jeans and nice boots instead of the usual sweatpants or joggers, so I already met the business casual dress code.
- Lastly, as a past bartender, Molson Coors products were some of my favorites to sell, and, personally, I love drinking their beers, so I thought, "Why not attend their event? I love their beer."

Q: How did you get this Co-op position? Please tell us the process of you securing the role.

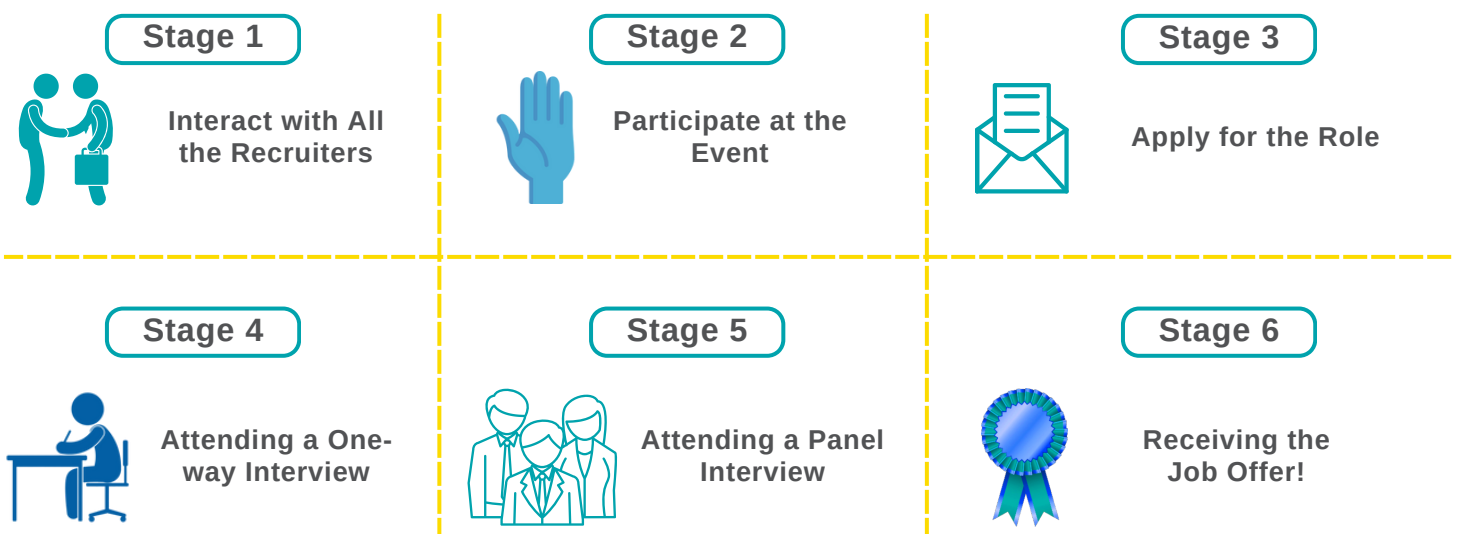
A: My main goal when I attended the event was to talk to all the networkers there and develop at least one meaningful connection I could take with me. Before the networking portion, they had a quick trivia game where if you got the question right, you could get some Molson Coors swag (this is where my experience as a bartender came in handy). The first question was to name five beverages in the Molson Coors portfolio. For a few seconds, there was silence, and then my hand shot up. I immediately named the 10 beers we sold at the bar where I used to work.

Then, I was given a choice between an unreleased and limited-edition sweater or a beanie. I quickly chose the sweater and put it on, which was a perfect fit. It was a great talking point, not only at that event but at my eventual virtual interview. I connected with them on LinkedIn and didn't think much more of it.

A few weeks later, I saw that Molson Coors was hiring for a Marketing Intern on our Co-op Portal and immediately applied. A few weeks later, I was invited to a one-way interview with about five or six questions. Most were situational questions and asked me to recall when I did X or Y. Surprisingly, the one-way interview process was not awkward, and I had fun doing it!

About a week and a half after that, I received an invite to a panel interview with three current Molson Coors employees working on the Marketing team for the various brands that Molson Coors owns. The best part was that two of the three interviewers were from the Molson Coors event! I got so excited, and when the interview came around, I joined wearing the sweater I won at the event, hoping they remembered me, and they did! They were almost expecting me to wear it! Since I already knew two of the three interviewers, it made for a more casual and conversational interview.

After five days, I received a call not only offering me the Marketing Internship but also letting me know that I made a great impression at the event and in the interview.



Q: What advice would you give to a Ted Rogers School student who plans to join a networking event?

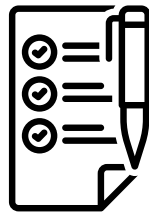
A: My first advice is to put yourself out there and **talk to as many people at that event as you can**. As someone with social anxiety and a low social battery at times, it can seem incredibly daunting. I always remind myself that the people at those networking events are just people. They like to laugh, crack jokes, and have a good time. Realizing that they used to be in the same shoes as me at one point calmed me a lot.

My second piece of advice is to **be prepared**. You don't need to memorize every detail of the company hosting events' history, but knowing what they do can provide you with a foundation for any questions you may have. With Molson Coors, I knew I was looking for a role in marketing, so I looked at some of their current campaigns and existing product portfolios. It's critical to prepare so that you can put yourself in the best position possible to succeed.

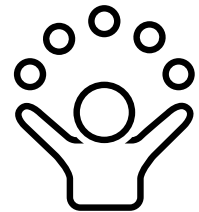
Lastly, I want to remind everyone that we're going to a networking event to **have fun!** These events are an incredible opportunity to meet recruiters and people in your field and learn about what they do, learn about the company, and see if it could be a good fit for you! As cliché as it is, be yourself! If you like to crack jokes, do it! Never change who you are to what your employers want you to be at these events. A small aside to this is to be mindful of other students at the event. There can often be five or more people crowding around one recruiter. It's always great to talk to them, but also be aware that other people want to do the same!



Talk to as Many People at the Event as You Can



Be Prepared



Have Fun!



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Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Ajenth Suthanathan

Ajenth is a 4th-year Human Resources Management student working part-time at the BCH. He is an aspiring HR professional looking to join the Talent Acquisition field.