

Marketing

WHAT CAN I DO WITH THIS MAJOR?

General Information:

- Most entry-level positions for marketing majors reside in sales. After gaining more experience, professionals can move into marketing management.
- Marketing is good preparation for graduate study in business. An MBA can open greater opportunities, particularly in areas of brand management and market research.
- Gain as much relevant experience as possible through internships or summer and part-time jobs.
- Join the American Marketing Association student chapter and seek leadership roles.
- Develop excellent communication skills and the ability to work well with others.
- Conduct informational interviews with or shadow professionals in careers of interest to learn about the field first hand.
- Engage in personal networking to increase job possibilities.
- Look for companies that hire new graduates into rotational training or corporate leadership development programs to gain exposure to multiple functional areas.
- A willingness to relocate often opens more entry-level opportunities.

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Center for Professional Development

Area

Sales & Promotion

Industrial Sales

Wholesale Sales

Consumer Product Sales

Financial Services Sales

Services Sales

Advertising Sales

Corporate Sales

Manufacturer Representation

Direct Consumer Sales

E-commerce

Sales Management:

District, Regional, and Higher

Promotion:

Consumer

Trade

Sales Force

Customer Service

Employers

For-profit and nonprofit organizations

Product and service organizations

Manufacturers

Financial companies

Insurance companies

Print and electronic media outlets

Software and technology companies

Internet companies

Consulting firms



Strategies for Sales & Promotion

- Obtain experience through internships or summer and part-time jobs.
- Seek leadership positions in campus organizations.
- Work for the campus newspaper, directory, or radio station selling advertisements.
- Become highly motivated and well-organized. Learn to work well under pressure and to be comfortable in a competitive environment.
- Be prepared to work independently and to be self-motivated. Plan to work irregular and long hours.
- Develop strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships. Take courses in interpersonal communication and public speaking.
- Develop a strong knowledge base of the product or service you are selling.
- To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Become committed to customer satisfaction.
- Some positions in sales, such as pharmaceuticals, require at least one to two years of a proven record in outside sales. Be prepared to start in a different industry before getting a job in pharmaceuticals.

Area

Marketing Management

Product Management
Brand Management
Marketing Strategy
Management
Advertising Management

Employers

Consumer products corporations
Service providers
Industrial goods manufacturers
Software and technology companies
Advertising and public relations firms
Market research firms

Strategies for Marketing Management

- Plan on pursuing an MBA and an internship for most brand or product management positions.
- Creativity and analytical skills are both critical to success in this field.
- Develop strong communication skills and learn to work well on cross-functional teams.
- Obtain a broad background in advertising, research, consumer behavior, and strategy.
- Be prepared to start in assisting roles and work your way up.

Area

Insurance

Sales
Claims
Underwriting
Risk Management
Asset Management
Loss Control
Customer Service

Employers

Insurance firms
Insurance brokers



Strategies for Insurance

- Complete an internship with an insurance agency.
- Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas.
- Initiative and sales ability are necessary to be a successful agent or broker.
- Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.
- There are many certifications in the insurance industry. Research those relevant to your area.

Area

Market Research

Data Collection:

Primary

Secondary

Field Service

Survey Research

Data Analysis

Evaluation Design

Forecasting

Reporting

Project Management

Management

Employers

Large corporations

Marketing research firms

Public institutions concerning
health, education, and
transportation

Management consulting firms

Advertising agencies

Manufacturers

Retailers

Trade and industry

associations

Government agencies

Nonprofit organizations

Strategies for Market Research

- Build a solid background in statistics, mathematics, and behavioral science. Strong analytical and problem solving skills, and an attention to detail are critical.
- Learn how to use databases and other marketing and statistical analysis software programs.
- Get involved with a professor's research project or pursue an independent study to learn about the research process.
- Gain experience with data entry and interviewing through part-time jobs or internships.
- Plan on obtaining an advanced degree in business or statistics to qualify for more positions.
- Graduates with bachelor's degrees may qualify for entry-level positions such as junior or associate analysts.
- Work experience in sales and other areas of marketing may prove beneficial.
- Research certification by the Marketing Research Association.

Area

Employers

Purchasing/ Procurement

Purchasing/Buying:

Wholesale

Retail

Agricultural

Operational

Contract or Supply

Management



Manufacturers

Retail chains and stores

Wholesalers

Large corporations

Local, state, and federal government agencies

Educational institutions

Hospitals



Strategies for Purchasing/ Procurement

- Develop the skills most important to this field including: analytical, decision-making, communication, and negotiation.
- Supplement curriculum with courses in supply chain management or logistics.
- For federal government positions, become familiar with the application process. Maintain a high grade point average and plan to complete a federal internship.
- Be prepared to start in assisting positions and work your way up.
- Research the options that are available for certification, for example those offered by the American Purchasing Society.



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Area

Social Media Management

Strategy
Content Planning
Community Management
Marketing and Promotions
Blogging
Copy Writing
Search Engine Marketing
Online Customer Service

Employers

Public relations firms
Marketing agencies
Advertising agencies
Social media management companies
Media outlets
Entertainment companies
Organizations in a variety of industries
Web application companies
Freelance



Strategies for Social Media Management

- Get experience with social media platforms, e.g., Facebook, YouTube, and Twitter and location-based social media sites, e.g. Yelp and Gowalla.
- Be adept at learning new technology and tools quickly. Stay abreast of industry news.
- Establish an online presence for yourself, and use it in your job search.
- Complete an internship in social media.
- Volunteer to maintain social media for campus organizations.
- Develop skills important to this field including: communication, creativity, relationship building, and project management.
- Take courses in journalism, copy writing, and technology.
- Research an industry of interest to learn about its social media presence.
- Learn how to effectively manage negative press.



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Area

Management

Entry-Level/Management-Trainee
Supervision of Employees and
Operations

Human Resource Management:

Recruiting/Staffing
Project Management
Team Management
Information Management
Middle Management
Top Management

Employers

Banks and financial institutions
Retail stores
Restaurants
Hotels and other facilities
Service providers
Healthcare organizations
Manufacturers
Software and technology companies
Educational institutions
Local, state, and federal government
Nonprofit organizations
Staffing agencies
Self-employed

Strategies for Management

- Be prepared to start in entry-level management trainee positions or corporate rotational programs.
- Gain related experience through internships or summer and part-time jobs.
- Work at a retail store or restaurant; advance into an assistant manager position.
- Get involved in student organizations and assume leadership roles.
- Demonstrate a strong work ethic, integrity, and a sense of independence.
- Take courses in a secondary specialty such as logistics or information systems to increase job opportunities.
- Learn to communicate effectively with a wide variety of people and to work well on a team.
- Develop strong problem solving skills.



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Area

Entertainment Marketing

Sales
Promotions
Marketing
Event Planning
Public Relations
Social Media Management



Employers

Music industry:

Concert promoters
Record labels
Radio stations
Artist management agencies

Sports industry including:

Minor and major league teams
College and university athletics
Arenas, stadiums, and facilities
Festivals
Event planning companies
Marketing and public relations firms
Movie and television industry
Theaters
Nonprofits focused on arts and entertainment

Strategies for Entertainment Marketing

- Seek multiple internships in area of interest, even if unpaid. Full-time positions are often difficult to obtain and require breaking in at the bottom level.
- Gain experience in sales to prepare for this field.
- Get involved with campus entertainment boards or event planning committees or work at the college radio or television station if possible.
- Volunteer to promote a local band on your campus or in your city.
- Work part-time or summer jobs at venues that host events or conferences.
- Plan to relocate to larger cities for the most job opportunities.
- Conduct informational interviews to build a network of contacts.



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Area

Banking

Sales
Promotions
Marketing
Event Planning
Public Relations
Social Media Management

Employers

Banks
Credit unions
Savings and loan associations
Financial services institutions
Wholesale lenders
Housing lenders
Federal Reserve banks

Strategies for Real Estate

- Develop a solid background in business including finance and accounting.
- Get experience through part-time, summer, or internship positions in a bank.
- Develop strong interpersonal and communication skills in order to work well with a diverse clientele.



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