

# MARKETING

## What can I do with this major?

### AREAS

#### SALES AND 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

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 another industry before getting a job in pharmaceuticals.

#### MARKETING MANAGEMENT

*Marketing is a functional area that falls in between product development and sales.*

Product management  
Brand management  
Marketing strategy management  
Advertising management

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

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.  
Build a broad background in advertising, research, consumer behavior, and strategy.  
Be prepared to start in assisting roles and work your way up.

## AREAS

## EMPLOYERS

## STRATEGIES

### MARKET RESEARCH

Data collection:

Primary

Secondary

Field service

Survey research

Data analysis

Evaluation design

Forecasting

Reporting

Project management

Management

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

Build a solid background in statistics, mathematics, and behavioral science. Strong analytical and problem solving skills and 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 to obtain 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.

Consider earning the Professional Researcher Certification (PRC) by the Marketing Research Association.

Learn to effectively translate and communicate quantitative data in presentations to clients.

### 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

Develop analytical, decision-making, communication, and negotiation skills for success in this area.

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 available certifications such as those offered by the American Purchasing Society.

## AREAS

## EMPLOYERS

## STRATEGIES

### SOCIAL MEDIA MANAGEMENT

Strategy  
Content planning  
Community management  
Marketing and promotions  
Blogging  
Copywriting  
Search engine marketing  
Online customer service

Public relations firms  
Marketing agencies  
Advertising agencies  
Social media management companies  
Media outlets  
Entertainment companies  
Web application companies  
Freelance

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

---

### MANAGEMENT

Entry-level/Management-trainee  
Employee supervision  
Human resource management:  
    Recruiting/Staffing  
Project management  
Team management  
Information management  
Operations management  
Middle management  
Top management

Nearly every type of organization across industries offer management positions:  
    Banks and financial institutions  
    Retail stores  
    Restaurants  
    Hotels  
    Service providers  
    Healthcare organizations  
    Manufacturers  
    Software and technology companies  
    Educational institutions  
Local, state, and federal government  
Nonprofit organizations  
Staffing agencies  
Self-employed

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.

AREAS	EMPLOYERS	STRATEGIES
<p><b><u>ENTERTAINMENT MARKETING</u></b></p> <p>Sales Promotions Marketing Event planning Public relations Social media management</p>	<p>Music industry: Concert promoters Record labels Radio stations Artist management agencies</p> <p>Sports industry: Minor and major league teams College and university athletics Arenas, stadiums, and facilities</p> <p>Festivals Event planning companies Marketing and public relations firms Movie and television industry Theaters Nonprofits focused on arts and entertainment</p>	<p>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. Conduct informational interviews to build a network of contacts. Work part-time or summer jobs at venues that host events or conferences. Plan to relocate to larger cities for the most job opportunities.</p>
<p><b><u>BANKING</u></b></p> <p>Commercial banking Retail/Consumer banking Credit analysis Lending Trust services Mortgage services Branch management Operations</p>	<p>Banks Credit unions Savings and loan associations Financial services institutions Wholesale lenders Housing lenders Federal Reserve banks</p>	<p>Develop a solid background in business including finance and accounting. Seek 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.</p>
<p><b><u>INSURANCE</u></b></p> <p>Sales Claims Underwriting Risk management Asset management Loss control Customer service</p>	<p>Insurance firms Insurance brokers</p>	<p>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.</p>

<b>AREAS</b>
--------------

<b>EMPLOYERS</b>
------------------

<b>STRATEGIES</b>
-------------------

**REAL ESTATE**

Brokerage/Sales:

- Residential
- Commercial
- Office and industrial
- Farm and land
- Property management
- Appraising
- Land development

- Real estate brokers and firms
- Banks
- Appraisal firms
- Apartment and condominium complexes
- Leasing offices
- Developers
- Large corporation real estate departments

Research the process of becoming a real estate broker through the National Association of Realtors. Every state requires a combination of real estate courses, passing an exam, and other criterion to gain a license.

Obtain sales experience through part-time, summer, or internship positions.

Develop an entrepreneurial spirit as nearly 60% of brokers and agents are self-employed.

Be willing to work evenings and weekends to accommodate clients' schedules.

Investigate apprenticeships in appraisal if that is an area of interest.

**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 lead to 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.