About the Marketing Major

At the core of marketing is the consumer. As such, the field revolves around identifying consumers, gauging their interest, and satisfying their needs. A major in marketing opens the door to career opportunities in a myriad of places: from advertising and retailing to market research and public relations. With the advent of internet advertising and the rise of social media, combining traditional marketing concepts with fresh paradigms makes for an enriching and dynamic field of study.

Mission of the Lee Business School

To advance the knowledge and practice of business, develop business leaders, and foster intellectual and economic vitality through the creation and dissemination of knowledge and outreach.

Visit this site for more information:
http://business.unlv.edu/

Value of Marketing Major

Value of Major to the Career: A minimum BSBA majoring in Marketing is necessary to a successful progression in the Marketing career field. It is the essence of the first steps in either private or public sector marketing activities.

Organizations Hiring Marketing Majors

- Public Relations Firms
- Companies all sizes & industries
- Federal Agencies e.g. FBI, IRS, SEC, GAO, OMB
- Higher Education e.g. Universities, Colleges
- Non-Profits e.g. Hospitals, Public Schools

UNLV Academic Advising for Marketing Majors:

Academic Advisors meet with students about their academic goals and assist in constructing a plan for graduation. Advisors can also help students understand how their experiences at UNLV can lead to a career in their desired field.

Lee Business School Advising Center
Phone: 702-895-3363
Campus Location: BEH 100
http://business.unlv.edu/LBS-Advising/

Marketing Career Options

- Sales & Promotion
  - Industrial
  - Wholesale
  - Direct Marketing
  - E-commerce
- Advertising
- Public Relations
- Market Research
- Retail Marketing management
- Purchasing & Procurement
  - Local, state & federal governments
  - Large Corporations
- Higher Education
- Non-Profit Agencies Advertising & Promotion
- Banking
- Insurance

UNLV Student Organization: American Marketing Association (AMA)

AMA is an international professional organization for marketing practitioners, educators and students. The organization promotes education, professional development and ethical marketing practices. Students in the UNLV chapter develop leadership skills, become involved in the marketing field, and have opportunities to interact with marketing faculty and local professionals.

Faculty Advisor: Dr. John (Jack) Schibrowsky, 895-0993
John.schibrowsky@unlv.edu

Graduate Program: MBA

Since 1968, the UNLV MBA Programs offer a rich variety of opportunities for anyone interested in the demanding world of business. Technology has changed the structure of how people communicate and interact, and the business world is no different. The MBA Programs provide students with the skills and knowledge necessary to succeed in the fast-paced, always changing world of business through innovative and dynamic programs and courses. The faculty and staff at UNLV are very proud to be your partners in building a successful career.

The program is designed to provide a breadth of management and business skills, knowledge and tools to become visionary and creative leaders.

http://business.unlv.edu/mba
**Helpful Career Information**

Visit the Career Occupational Handbook to learn more about a specific occupation: [http://www.bls.gov/ooh/](http://www.bls.gov/ooh/)

The OCH covers hundreds of occupations and describes: What They Do, Work Environment, How to Become One, Pay, and more. Each profile also includes BLS employment projections for the 2010–20 decade.

**Career Exploration/Planning**

**FOCUS 2:** UNLV’s computerized assessment that profiles your interests, abilities, and values and helps you find a career that's right for you. [http://hire.unlv.edu/careerAssessment.html](http://hire.unlv.edu/careerAssessment.html)

**Myers-Briggs Type Indicator (MBTI):** Assessment designed to identify how you are energized, how you take in information, how you make decisions, and how you approach life. [http://hire.unlv.edu/careerAssessmentMBTI.html](http://hire.unlv.edu/careerAssessmentMBTI.html)

**Lee Business School Career Services:** Provides opportunities for students to gain access to a range of employers, employment information, job search strategies, career planning and coaching.

- **Location:** BEH 210
- **Phone:** 702-895-1139

**UNLV Career Services**

Career Services encourages ALL UNLV students to take advantage of their services, which include:

- Assistance with developing a career plan and choosing a major
- Career counseling and guidance on building a RESUME
- Preparing for an interview, assistance with job searching and networking.

- **Phone:** 702-895-3495
- **Campus Location:** SSC-A 2nd Floor
  - [http://hire.unlv.edu/](http://hire.unlv.edu/)

**Internship Opportunities**

An internship is an excellent way in which students and sponsoring businesses can mutually benefit. The Lee Business School and the Department of Marketing strive to promote internships in our degree programs. An internship is an out-of-the-classroom learning experience to aid in developing skills, gain relevant work experience, and become acquainted with business professionals. Marketing students can use a for-credit internship (MKT ) to satisfy a Marketing major elective.

- **Contact Dr. Gillian Naylor**
- **Phone:** 895-1309 or **Email:** gillian.naylor@unlv.edu

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**MEDIAN SALARIES BY DISCIPLINE 2010**

<table>
<thead>
<tr>
<th>Career</th>
<th>Salary Range</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Research Analysts</td>
<td>$33,350-$111,440</td>
<td>$60,570</td>
</tr>
<tr>
<td>Advertising, Promo. &amp; Marketing Managers</td>
<td>$41,480-$166,400</td>
<td>$83,890</td>
</tr>
<tr>
<td>Marketing Managers</td>
<td>$57,750-$166,400</td>
<td>$112,800</td>
</tr>
<tr>
<td>Marketing Professors</td>
<td>$30,720-$130,510</td>
<td>$62,050</td>
</tr>
<tr>
<td>Bus. &amp; Fin. Operations</td>
<td>N/A</td>
<td>$60,670</td>
</tr>
<tr>
<td>All Occupations</td>
<td>N/A</td>
<td>$33,840</td>
</tr>
</tbody>
</table>

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*Source: Job Outlook 2013. Courtesy of the National Association of Colleges and Employers.*