

MAJOR TO CAREER GUIDE

Marketing

Lee Business School

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/>

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.

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

Employers rate candidate soft skills/qualities in order of importance

- 1 Ability to verbally communicate with persons inside and outside the organization
- 2 Ability to work in a team structure
- 3 Ability to make decisions and solve problems
- 4 Ability to plan, organize and prioritize work
- 5 Ability to obtain and process information
- 6 Ability to analyze quantitative data
- 7 Technical knowledge related to the job
- 8 Proficiency with computer software programs
- 9 Ability to create and/or edit written reports
- 10 Ability to sell or influence others

Source: Job Outlook 2013

Courtesy of the National Association of Colleges and Employers

MEDIAN SALARIES BY DISCIPLINE 2010

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

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, <http://www.bls.gov/ooh/>

Visit the Career Occupational Handbook to learn more about a specific occupation:

<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>

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>

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/>

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

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