

# MARKETING

What Can I do with this major?

## SALES AND PROMOTION

Areas	Employers	Information/Strategies
Industrial Sales	For-profit and nonprofit organizations	Obtain experience through internships or summer and part-time jobs.
Wholesale Sales	Product and service organizations	Seek leadership positions in campus organizations.
Direct Marketing	Manufacturers	Work for the campus newspaper, directory, or radio station selling advertisements.
Consumer Product Sales	Financial companies	Become highly motivated and well-organized.
Financial Services Sales	Insurance companies	Develop a strong commitment to customer satisfaction.
Services Sales	Print and electronic media outlets	To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy
Advertising Sales	Software and technology companies	Learn to work well under pressure and to be comfortable in a competitive environment.
E-Commerce	Consulting firms	Be prepared to work independently and to be self-motivated. Plan to work irregular and/or long hours.
Sales Management:		Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.
District, Regional, and Higher		Develop strong persuasion skills and learn how to build relationships
Promotion:		Some areas of 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.
Consumer		
Trade		
Sales Force		
Customer Service		

## BRAND/PRODUCT MANAGEMENT

Areas	Employers	Information/Strategies
	Consumer products corporations	Plan on pursuing and MBA for most brand or product management positions
	Some service providers	Demonstrate the following characteristics: entrepreneurship, results orientation, and creativity.
	Some industrial goods	Develop strong interpersonal, communication, and analytical skills. Learn to work well on cross functional teams.
		Obtain a broad background in advertising, research, consumer behavior, and strategy.

## MARKET RESEARCH

Areas	Employers	Information/Strategies
Data Collection:	Large corporations	Develop good interpersonal skills and effective communication skills, both verbal and written.
Primary	Marketing research firms	Strong analytical and problem-solving skills are critical.
Secondary	Public institutions concerning health, education, and transportation	Build a solid background in statistics, mathematics, and behavioral science.
Field Service	Management consulting firms	Learn how to use databases and other marketing relevant software programs.
Data Analysis	Advertising agencies	Get involved with a professor's research project or pursue an independent study to learn about the research process.
Management	Manufactures	Gain experience with data entry or interviewing through part-time jobs or internships
	Retailers	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.
	Trade and industry associations	
	Government agencies	
	Non-profit organizations	

## RETAIL

Areas	Employers	Information/Strategies
Buying/Merchandising	Special merchandisers:	Obtain retail experience through summer, part-time, or internship positions.
Store Management	Single-line stores	Present a consistent, pleasant, and service-oriented image to customers.
Sales Management	Limited-line stores	Develop leadership ability and customer service skills.
	Specialty stores	Demonstrate ability to work well under stressful conditions and as part of a team.
	General merchandisers:	Gain knowledge of the process of merchandise flow, an overview of signing, pricing, and presentation, and the ability to plan, organize, and lead.
	Department stores	Develop ability to communicate in a concise manner.
	Variety stores	Be prepared to start as a management trainee before advancing to other positions.
	Mass merchandisers:	Plan to work long and irregular hours, particularly during the holiday season.
	Discount stores	When working for large chains, be willing to relocate to advance your career.
	Grocery stores	
	Superstores	
	Warehouse stores	

## PURCHASING/PROCUREMENT

Areas	Employers	Information/Strategies
Purchasing	Local, state, and federal government	Obtain excellent written and oral communication skills.
Buying	Large corporations	Develop strong computer and technology skills
Management	Educational institutions	Supplement curriculum with courses in logistics and purchasing.
	Hospitals	For federal government positions, become familiar with the federal application process. Maintain a high-grade point average and plan to complete an internship.

## BANKING

Areas	Employers	Information/Strategies
Commercial Banking	Commercial banks	Develop good analytical skills and sales ability
Retail/Consumer Banking	Credit unions	Supplement curriculum with additional courses in finance and accounting.
Credit Analysis	Savings and loan associations	Obtain part-time employment or internship in a bank.
Lending	Savings banks	Develop strong interpersonal and communication skills in order to work well with a diverse clientele.
Trust Services	Financial services institutions	Earn an MBA to qualify for positions in investment banking.
Mortgage Loans		
Branch Management		
Operations		

## INSURANCE

Areas	Employers	Information/Strategies
Claims	Insurance firms	Complete an internship with an insurance agency.
Underwriting	Banks	Talk to professionals in the industry to learn more about claims, underwriting, and risk management.
Risk Management		Many entry-level positions exist in these areas.
Sales		Initiative and sales ability are necessary to be a successful agent or broker.
Loss Control		Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.

## REAL ESTATE

Areas	Employers	Information/Strategies
Residential Brokerage	Real estate brokers	Obtain sales experience through part-time, summer, or internship positions
Commercial Sales	Banks	Research the process of becoming a real estate broker

Areas	Employers	Information/Strategies
		through the National Association of Realtors.
Appraisals	Appraisal firms	Develop an entrepreneurial spirit.
Property Management	Apartment and condominium complexes	Research apprenticeships in appraisal.
	Developers	
	Large corporations: real estate departments	

## GENERAL INFORMATION

- Most entry-level positions for marketing majors reside in sales. After gaining more experience, professionals can move into marketing management positions.
- Marketing is good preparation for graduate study in business. An MBA can open greater opportunities, particularly in areas of brand management and marketresearch.
- Many marketing majors seek positions in advertising, public relations, sport management, and entertainment. Such positions are often difficult to obtain and require breaking in at the bottom level. Seek internships or other relevant experiences in these fields, even if unpaid.
- 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.
- Engage in personal networking to increase job possibilities.