

MARKETING

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

SALES AND PROMOTION

Industrial Sales
Wholesale Sales
Direct Marketing
Consumer Product Sales
Financial Services Sales
Services Sales
Advertising Sales
E-commerce
Sales Management:
 District, Regional, and Higher
Promotion:
 Consumer
 Trade
 Sales Force
Customer Service

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

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.
Develop a strong commitment to customer satisfaction.
To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy.
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/or long hours.
Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.
Develop strong persuasion skills and learn how to build relationships.
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.

BRAND/PRODUCT MANAGEMENT

Consumer products corporations
Some service providers
Some industrial goods

Plan on pursuing an MBA for most brand or product management positions.
Demonstrate the following characteristics: entrepreneurship, results orientation, and creativity.
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.

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STRATEGIES

MARKET RESEARCH

Data Collection:

Primary

Secondary

Field Service

Data Analysis

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

Develop good interpersonal skills and effective communication skills, both verbal and written.

Strong analytical and problem solving skills are critical.

Build a solid background in statistics, mathematics, and behavioral science.

Learn how to use databases and other marketing-relevant 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 or 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.

RETAIL

Buying/Merchandising

Store Management

Sales Management

Special merchandisers:

Single-line stores

Limited-line stores

Specialty stores

General merchandisers:

Department stores

Variety stores

Mass merchandisers:

Discount stores

Grocery stores

Superstores

Warehouse stores

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

Present a consistent, pleasant, and service-oriented image to customers.

Develop leadership ability and customer service skills.

Demonstrate ability to work well under stressful conditions and as part of a team.

Gain knowledge of the process of merchandise flow, an overview of signing, pricing, and presentation, and the ability to plan, organize, and lead.

Develop ability to communicate in a concise manner. Be prepared to start as a management trainee before advancing to other positions.

Plan to work long and irregular hours, particularly during the holiday season.

When working for large chains, be willing to relocate to advance your career.

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STRATEGIES

PURCHASING/PROCUREMENT

Purchasing
Buying
Management

Local, state, and federal government
Large corporations
Educational institutions
Hospitals

Obtain excellent written and oral communication skills.
Develop strong computer and technology skills.
Supplement curriculum with courses in logistics and purchasing.
For federal government positions, become familiar with the federal application process. Maintain a high grade point average and plan to complete an internship.

BANKING

Commercial Banking
Retail/Consumer Banking
Credit Analysis
Lending
Trust Services
Mortgage Loans
Branch Management
Operations

Commercial banks
Credit unions
Savings and loan associations
Savings banks
Financial services institutions

Develop good analytical skills and sales ability.
Supplement curriculum with additional courses in finance and accounting.
Obtain part-time employment or internship in a bank.
Develop strong interpersonal and communication skills in order to work well with a diverse clientele.
Earn an MBA to qualify for positions in investment banking.

INSURANCE

Claims
Underwriting
Risk Management
Sales
Loss Control

Insurance firms
Banks

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.

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EMPLOYERS

STRATEGIES

REAL ESTATE

Residential Brokerage
Commercial Sales
Appraisals
Property Management

Real estate brokers
Banks
Appraisal firms
Apartment and condominium complexes
Developers
Large corporations: real estate departments

Obtain sales experience through part-time, summer, or internship positions.
Research the process of becoming a real estate broker through the National Association of Realtors.
Develop an entrepreneurial spirit.
Research apprenticeships in appraisal.

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 market research.
- 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.