

MARKETING

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
SALES <ul style="list-style-type: none"> • Industrial Sales • Consumer Product Sales • Financial Services Sales • Services Sales • Advertising Sales 	<ul style="list-style-type: none"> • Profit and nonprofit organizations • Product and service organizations • Manufacturers • Financial companies • Insurance companies • Print and electronic media • Consulting firms 	<ul style="list-style-type: none"> ❖ Obtain experience through internships or sales jobs. ❖ Must be highly motivated and well organized. ❖ Proven leadership abilities are desirable. ❖ Develop a strong commitment to customer satisfaction. ❖ Must work well under pressure and be comfortable in a competitive environment.
CUSTOMER RELATIONS <ul style="list-style-type: none"> • Customer Service 	<ul style="list-style-type: none"> • Businesses providing products or services to the public or to other organizations 	<ul style="list-style-type: none"> ❖ Obtain part-time or summer experience. ❖ Develop problem solving skills, self-confidence, assertiveness, empathy, and stamina. ❖ Develop strong leadership and public speaking skills. ❖ Excellent written and verbal communication skills are required.
PURCHASING/PROCUREMENT	<ul style="list-style-type: none"> • Government organizations • Large companies • Educational institutions • Hospitals 	<ul style="list-style-type: none"> ❖ Obtain excellent written and oral communication skills. ❖ Strong computer skills are necessary. ❖ Supplement program with courses in logistics and purchasing.
RETAIL <ul style="list-style-type: none"> • Buying • Store Management 	<ul style="list-style-type: none"> • Department stores • Specialty stores • Discount stores • Super retailers 	<ul style="list-style-type: none"> ❖ 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 trainee before advancing to other positions.
BANKING	<ul style="list-style-type: none"> • Commercial banks • Credit unions • Savings and loan associations • Savings banks 	<ul style="list-style-type: none"> ❖ Develop sales skills and good analytical skills. ❖ Take courses in accounting and finance. ❖ Obtain part-time employment or an internship position in a bank. ❖ Develop strong interpersonal and communication skills in order to work well with a diverse clientele. ❖ MBA required for most positions related to investment banking.
BRAND MANAGEMENT	<ul style="list-style-type: none"> • Consumer goods • Some service providers • Some industrial goods 	<ul style="list-style-type: none"> ❖ Results orientation and creativity are desired attributes. ❖ Develop strong interpersonal, communication, and analytical skills. ❖ Obtain a broad background in advertising, research, consumer behavior, and strategy. ❖ Plan on pursuing an MBA for most brand management, consulting, and research opportunities.

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AREAS	EMPLOYERS	PREPARATION
MARKET RESEARCH	<ul style="list-style-type: none">• Large corporations• Marketing research firms• Public institutions concerning health, education, and transportation management consulting firms	<ul style="list-style-type: none">❖ Develop good interpersonal skills and effective communication skills, both verbal and written.❖ Good analytical and problem solving skills are critical.❖ Preparation in statistics, mathematics, and behavioral science is required.❖ Plan on obtaining an advanced degree in business or statistics.
PROFESSIONAL ORGANIZER	<ul style="list-style-type: none">• Small companies	<ul style="list-style-type: none">❖ Educate clients on organizing solutions and resulting benefits.

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STRATEGIES	LINKS
<ul style="list-style-type: none">• Most entry-level positions for marketing majors reside in sales.• Many marketing majors seek positions in advertising, public relations, sport management, and entertainment. Such positions are difficult to obtain and require breaking in at the bottom level. Seek internships in these fields even if unpaid.• Gain as much relevant experience as possible through internships or summer and part-time positions.• 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.• Marketing is good preparation for graduate study in business. An MBA can open greater opportunities, particularly in areas of brand management and market research.	<p><u>Ad Week</u></p> <p><u>American Marketing Association</u></p> <p><u>American Wholesale Marketers Association</u></p> <p><u>International Newspaper Marketing Association</u></p> <p><u>National Association of Professional Organizers</u></p>