

# 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.

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

---

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

**AREAS**

**EMPLOYERS**

**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.

## AREAS

### **REALESTATE**

Residential Brokerage  
Commercial Sales  
Appraisals  
Property Management

## EMPLOYERS

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

## STRATEGIES

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.