

MARKETING

What can I do with this major?

AREAS

AGENCY ACCOUNT MANAGEMENT/CLIENT

Assistant account executive
Assistant account manager
Client consultant
Client services account manager
Client solutions analyst

BRAND, CONTENT, and PRODUCT MARKETING

Brand activation coordinator/manager
Brand marketing coordinator/manager
Brand strategist/junior
Brand strategist
Content creator
Content specialist
Content strategist
Content writer
Content marketing producer
Content marketing manager
Category marketing specialist/coordinator/manager
Digital product marketing manager
Portfolio marketing coordinator/manager
Solutions marketing specialist/coordinator/manager
Product marketing specialist/coordinator/manager

EMPLOYERS

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

Consumer products corporations
Service providers
Industrial goods manufacturers
Software and technology companies
Advertising and public relations firms
Market research firms

STRATEGIES

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. Learn to work well under pressure and to be comfortable in a competitive environment.
Develop strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships. Take courses in interpersonal communication and public speaking.
To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Become committed to customer satisfaction.

Plan on pursuing an MBA and an internship for most brand or product management positions.
Creativity and analytical skills are both critical to success in this field.
Develop strong communication skills and learn to work well on cross-functional teams.
Build a broad background in advertising, research, consumer behavior, and strategy.
Be prepared to start in assisting roles and work your way up.

AREAS	EMPLOYERS	STRATEGIES
<u>DIGITAL MARKETING</u> Assistant digital media planner Digital advertising coordinator Digital marketing manager Digital media product specialist Digital strategist SEM specialist/Coordinator/Manager SEO specialist/Coordinator/Manager Web marketing Manager/Specialist PPC specialist/Coordinator/Manager Paid search coordinator/manager Paid advertising manager Account-based marketing manager E-Commerce marketing analyst/manager E-Commerce content specialist E-Commerce fulfillment manager Email developer Email marketing strategist/coordinator/manager Demand generation manager/coordinator/specialist Digital campaign manager/coordinator/specialist Digital media coordinator/specialist/manager	Consumer products corporations Service providers Industrial goods manufacturers Software and technology companies Advertising and public relations firms Market research firms Manufacturers Retail chains and stores Wholesalers Large corporations	Seek experience with social media platforms and location-based social media sites. Be adept at learning new technology and tools quickly. Stay abreast of industry news. Complete an internship marketing or social media. Volunteer to maintain social media for campus organizations. Develop communication, creativity, relationship-building, and project management skills. Take courses in journalism, copy writing, and technology. Research an industry of interest to learn about its social media presence. Establish an online presence for yourself, and use it in your job search. Learn how to effectively manage negative press.
<u>MARKET RESEARCH</u> Data collection: Primary Secondary Field service Survey research Data analysis Evaluation design Forecasting Reporting Project management 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	Build a solid background in statistics, mathematics, and behavioral science. Strong analytical and problem solving skills and attention to detail are critical. Learn how to use databases and other marketing and statistical analysis 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 and interviewing through part-time jobs or internships. Plan to obtain 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. Work experience in sales and other areas of marketing may prove beneficial. Consider earning the Professional Researcher Certification (PRC) by the Marketing Research Association.

AREAS	EMPLOYERS	STRATEGIES
<u>SOCIAL MEDIA MANAGEMENT</u> Strategy Content planning Community management Marketing and promotions Blogging Copywriting Search engine marketing Online customer service Digital community manager Engagement coordinator/specialist/manager Influencer marketing specialist/coordinator/manager Social media strategist/coordinator/manager	Public relations firms Marketing agencies Advertising agencies Social media management companies Media outlets Entertainment companies Web application companies Freelance	Seek experience with social media platforms and location-based social media sites. Be adept at learning new technology and tools quickly. Stay abreast of industry news. Complete an internship marketing or social media. Volunteer to maintain social media for campus organizations. Develop communication, creativity, relationship-building, and project management skills. Take courses in journalism, copy writing, and technology. Research an industry of interest to learn about its social media presence. Establish an online presence for yourself, and use it in your job search. Learn how to effectively manage negative press.

MANAGEMENT

Entry-level/Management-trainee Employee supervision Human resource management: Recruiting/Staffing Project management Team management Information management Operations management Middle management Top management	Nearly every type of organization across industries offer management positions: Banks and financial institutions Retail stores Restaurants Hotels Service providers Healthcare organizations Manufacturers Software and technology companies Educational institutions Local, state, and federal government Nonprofit organizations Staffing agencies Self-employed	Be prepared to start in entry-level management trainee positions or corporate rotational programs. Gain related experience through internships or summer and part-time jobs. Work at a retail store or restaurant; advance into an assistant manager position. Get involved in student organizations and assume leadership roles. Demonstrate a strong work ethic, integrity, and a sense of independence. Take courses in a secondary specialty such as logistics or information systems to increase job opportunities. Learn to communicate effectively with a wide variety of people and to work well on a team. Develop strong problem solving skills.
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AREAS	EMPLOYERS	STRATEGIES
<u>ENTERTAINMENT MARKETING</u> Sales Promotions Marketing Event planning Public relations Social media management	Music industry: Concert promoters Record labels Radio stations Artist management agencies Sports industry: Minor and major league teams College and university athletics Arenas, stadiums, and facilities Festivals Event planning companies Marketing and public relations firms Movie and television industry Theaters Nonprofits focused on arts and entertainment	Seek multiple internships in area of interest, even if unpaid. Full-time positions are often difficult to obtain and require breaking in at the bottom level. Gain experience in sales to prepare for this field. Get involved with campus entertainment boards or event planning committees or work at the college radio or television station if possible. Volunteer to promote a local band on your campus or in your city. Conduct informational interviews to build a network of contacts. Work part-time or summer jobs at venues that host events or conferences. Plan to relocate to larger cities for the most job opportunities.
<u>SALES</u> Account consultant/executive/growth manager B2B sales representative Client engagement specialist Client success consultant Business development representative/manager Enterprise resources planning representative Enterprise sales representative Inside sales representative Group and event sales coordinator Major account manager Market development manager Outside sales representative Relationship manager Sales associate/coordinator Sales consultant Sales engineers Sales executive Sales operation coordinator/manager Sales representative/development representative Sales manager Strategic account manager	Insurance firms Insurance brokers Large corporations Small businesses	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. 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 long hours. Develop strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships. Take courses in interpersonal communication and public speaking. Develop a strong knowledge base of the product or service you are selling. To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Become committed to customer satisfaction. Some positions in sales, such as pharmaceuticals, require at least one to two years of a proven record outside sales. Be prepared to start in another industry before getting a job in pharmaceuticals.

AREAS	EMPLOYERS	STRATEGIES
<u>REAL ESTATE</u> Brokerage/Sales: Residential Commercial Office and industrial Farm and land Property management Appraising Land development	Real estate brokers and firms Banks Appraisal firms Apartment and condominium complexes Leasing offices Developers Large corporation real estate departments	Research the process of becoming a real estate broker through the National Association of Realtors. Every state requires a combination of real estate courses, passing an exam, and other criterion to gain a license. Obtain sales experience through part-time, summer, or internship positions. Develop an entrepreneurial spirit as nearly 60% of brokers and agents are self-employed. Be willing to work evenings and weekends to accommodate clients' schedules. Investigate apprenticeships in appraisal if that is an area of interest.

GENERAL INFORMATION

- Most entry-level positions for marketing majors reside in sales. After gaining more experience, professionals can move into marketing management.
- Marketing is good preparation for graduate study in business. An MBA can lead to greater opportunities, particularly in areas of brand management and market research.
- 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.
- Conduct informational interviews with or shadow professionals in careers of interest to learn about the field first hand.
- Engage in personal networking to increase job possibilities.
- Look for companies that hire new graduates into rotational training or corporate leadership development programs to gain exposure to multiple functional areas.
- A willingness to relocate often opens more entry-level opportunities.
- Seek out internships throughout your college career. Ideally more than one and in a variety of industries or job settings to explore your options and build practical work experience on your resume.
- Build your network throughout college by engaging in the plentiful opportunities to do so across your campus and through individual outreach. Ask professionals in specific roles/people at companies you are interested in for informational interviews. Get involved with your community and consider engaging with professional organizations outside of your university to plug into the professional community authentically – and sooner than your competition.
- Curate your digital persona and showcase your branding, digital, and communication skills through your online presence. Interested in social media? Build a public-facing profile on Instagram or TikTok that showcases your skills. Include that with your resume. Want to engage with thought leaders on the ever-changing world of marketing and sales? Post regularly on LinkedIn and connect authentically.
- Recognize that sales and marketing roles interact daily. Become familiar/gain experience in roles and responsibilities for each and you'll be a far more appealing candidate in any hiring setting.
- Engage in leadership opportunities on campus or with service organizations/nonprofits in your area. Leadership shows a candidate's drive and passion to succeed and helps build real world stakeholder communication skills (which are critical in any professional setting).
- Become comfortable with, and engage in, networking opportunities whenever possible. The networking skills you exhibit freshman year are not the same that you will have your senior year.