

# MARKETING

## What can I do with this degree?

### AREAS

### EMPLOYERS

### STRATEGIES

#### SALES

Industrial Sales  
Consumer Product Sales  
Financial Services Sales  
Services Sales  
Advertising Sales

Profit and nonprofit organizations  
Product and service organizations  
Manufacturers  
Financial companies  
Insurance companies  
Print and electronic media  
Consulting firms

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.

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#### CUSTOMER RELATIONS

Customer Service

Businesses providing products or services to the public or to other organizations

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.

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#### PURCHASING/PROCUREMENT

Government organizations  
Large companies  
Educational institutions  
Hospitals

Obtain excellent written and oral communication skills.  
Strong computer skills are necessary.  
Supplement program with courses in logistics and purchasing.

<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<p><b><u>RETAIL</u></b> Buying Store Management</p>	<p>Department stores Specialty stores Discount stores Super retailers</p>	<p>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.</p>
<p><b><u>BANKING</u></b> Commercial Lending Branch Management Operations</p>	<p>Commercial banks Credit unions Savings and loan associations Savings banks</p>	<p>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.</p>
<p><b><u>BRAND MANAGEMENT</u></b></p>	<p>Consumer goods Some service providers Some industrial goods</p>	<p>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.</p>

## AREAS

## EMPLOYERS

## STRATEGIES

### MARKET RESEARCH

Large corporations  
Marketing research firms  
Public institutions concerning health, education, and transportation  
Management consulting firms

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.

### GENERAL INFORMATION

- 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.