# MARKETING

## What can I do with this major?

### AREAS

<table>
<thead>
<tr>
<th>SALES AND PROMOTION</th>
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<tbody>
<tr>
<td>Industrial Sales</td>
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<td>Wholesale Sales</td>
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<td>Direct Marketing</td>
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<td>Consumer Product Sales</td>
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<td>Financial Services Sales</td>
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<tr>
<td>Services Sales</td>
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<td>Advertising Sales</td>
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<td>E-commerce</td>
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<tr>
<td>Sales Management:</td>
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<tr>
<td>District, Regional, and Higher</td>
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<tr>
<td>Promotion:</td>
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<tr>
<td>Consumer</td>
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<tr>
<td>Trade</td>
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<tr>
<td>Sales Force</td>
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<td>Customer Service</td>
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### 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

### 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.
- 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.
## RETAIL

### Buying/Merchandising
- 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

### Store Management

### Sales Management

### Strategies
- 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.

## MARKETING RESEARCH

### Data Collection:
- Primary  
- Secondary  
- Field Service  
- Data Analysis  
- Management

### Employers
- 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

### Strategies
- 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.
### AREAS

<table>
<thead>
<tr>
<th>PURCHASING/PROCUREMENT</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing</td>
<td>Local, state, and federal government</td>
<td>Obtain excellent written and oral communication skills.</td>
</tr>
<tr>
<td>Buying</td>
<td>Large corporations</td>
<td>Develop strong computer and technology skills.</td>
</tr>
<tr>
<td>Management</td>
<td>Educational institutions</td>
<td>Supplement curriculum with courses in logistics and purchasing.</td>
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<tr>
<td></td>
<td>Hospitals</td>
<td>For federal government positions, become familiar with the federal application process. Maintain a high grade point average and plan to complete an internship.</td>
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### BANKING

| Commercial Banking | Commercial banks | Develop good analytical skills and sales ability. |
| Retail/Consumer Banking | Credit unions | Supplement curriculum with additional courses in finance and accounting. |
| Credit Analysis | Savings and loan associations | Obtain part-time employment or internship in a bank. |
| Lending | Savings banks | Develop strong interpersonal and communication skills in order to work well with a diverse clientele. |
| Trust Services | Financial services institutions | Earn an MBA to qualify for positions in investment banking. |
| Mortgage Loans | Financial services institutions | |
| Branch Management | Financial services institutions | |
| Operations | Financial services institutions | |

### INSURANCE

| Claims | Insurance firms | Complete an internship with an insurance agency. |
| Underwriting | Banks | Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas. |
| Risk Management | | Initiative and sales ability are necessary to be a successful agent or broker. |
| Sales | | Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely. |
| Loss Control | | |
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.

AREAS

REAL ESTATE
- Residential Brokerage
- Commercial Sales
- Appraisals
- Property Management

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

STRAATEGIES
- 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.