

# Marketing

## What can I do with this major?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<b><u>BRAND MANAGEMENT</u></b>		
	<p>Consumer goods Some service providers Some industrial goods</p>	<ul style="list-style-type: none"> <li>• Results orientation and creativity are desired attributes.</li> <li>• Develop strong interpersonal, communication, and analytical skills.</li> <li>• Obtain a broad background in advertising, research, consumer behavior, and strategy.</li> <li>• Plan on pursuing an MBA for most brand management, consulting, and research opportunities.</li> <li>• Become involved in the branding for a student group.</li> </ul>
<b><u>MARKET RESEARCH</u></b>		
	<p>Large corporations Marketing research firms Public institutions concerning health, education, and transportation Management consulting firms</p>	<ul style="list-style-type: none"> <li>• Develop good interpersonal skills and effective communication skills, both verbal and written.</li> <li>• Good analytical and problem solving skills are critical.</li> <li>• Preparation in statistics, mathematics, and behavioral science is required.</li> <li>• Plan on obtaining an advanced degree in business or statistics.</li> </ul>
<b><u>SALES</u></b>		
<p>Industrial Sales Consumer Product Sales Financial Services Sales Services Sales Advertising Sales</p>	<p>Profit and nonprofit organizations Product and service organizations Manufacturers Financial companies Insurance companies Print and electronic media Consulting firms</p>	<ul style="list-style-type: none"> <li>• Obtain experience through internships or sales jobs.</li> <li>• Must be highly motivated and well organized.</li> <li>• Proven leadership abilities are desirable.</li> <li>• Develop a strong commitment to customer satisfaction.</li> <li>• Must work well under pressure and be comfortable in a competitive environment.</li> </ul>
<b><u>CUSTOMER RELATIONS</u></b>		
<p>Customer Service</p>	<p>Businesses providing products or services to the public or to other organizations</p>	<ul style="list-style-type: none"> <li>• Obtain part-time or summer experience.</li> <li>• Develop problem solving skills, self-confidence, assertiveness, empathy, and stamina.</li> <li>• Develop strong leadership and public speaking skills.</li> <li>• Excellent written and verbal communication skills are required.</li> </ul>
<b><u>PURCHASING/PROCUREMENT</u></b>		
	<p>Government organizations Large companies Educational institutions Hospitals</p>	<ul style="list-style-type: none"> <li>• Obtain excellent written and oral communication skills.</li> <li>• Strong computer skills are necessary.</li> <li>• Supplement program with courses in logistics and purchasing.</li> </ul>

## OCCUPATIONS

## EMPLOYERS

## SKILLS TO DEVELOP

### **RETAIL**

Buying  
Store Management

Department stores  
Specialty stores  
Discount stores  
Super retailers

- 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.

### **BANKING**

Commercial Lending  
Branch Management  
Operations

Commercial banks  
Credit unions  
Savings and loan associations  
Savings banks

- 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.

### **ADVERTISING**

Creative Services  
Media  
Research  
Account Services  
Administration  
Print Production  
Marketing  
Publishing

Advertising agencies  
Corporate advertising departments  
Media (sales, research, marketing)  
Specialty advertising firms

- Work in sales at campus newspaper, TV or radio station.
- Obtain student-run business experience.
- Find an internship at market research firm.
- Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm.
- Compile portfolio of writing, graphics and ideas for creative department.
- Get computer knowledge/experience for media.
- Need statistics, data interpretation, and writing experience for research.

## **Strategies For Placement In Marketing**

- 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.

**Internet Resources:**

Industry Profile – Marketing: [www.wetfeet.com/asp/careerlist.asp](http://www.wetfeet.com/asp/careerlist.asp)

WetFeet.com guide to marketing covers Industry Trends & Overview, "Love-Hate" (pros and cons of this field), Major Players and Job Descriptions & Tips.

Vault: more information on the every day life of a marketing manager. This site is accessible through the Career Services Website: [www.capital.edu/careers](http://www.capital.edu/careers)

American Marketing Association: [www.marketingpower.com/](http://www.marketingpower.com/)