

MARKETING



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.

AREAS OF OPPORTUNITY

- Industrial sales
- Wholesale sales
- Consumer product sales
- Financial sales
- Services sales
- Advertising sales
- Corporate sales
- Manufacturer representation
- Survey research
- Data analysis
- Evaluation design
- Forecasting
- Reporting
- Project management
- Management
- Retail
- Agricultural
- Operational

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
Consumer products corporations
Service providers
Industrial goods manufacturers
Software and technology companies
Advertising and public relations firms
Market research firms
Large corporations
Marketing research firms
Public institutions concerning health, education, and transportation

COMMON EMPLOYERS



PROFESSIONAL ORGANIZATIONS



- American Marketing Association
- Business Marketing Association
- Direct Marketing Association
- National Association of Sales Professionals
- Sales and Marketing Executives International



STRATEGIES ON ENTERING THE FIELD

- 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 in outside sales. Be prepared to start in another industry before getting a job in pharmaceuticals.
- 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.
- Learn to effectively translate and communicate quantitative data in presentations to clients.