

CAREERS IN MARKETING

SALES AND PROMOTION

Areas:

- Industrial sales
- Wholesale sales
- Consumer product sales
- Financial services sales
- Services sales
- Advertising sales
- Corporate sales
- Manufacturer representation
- Direct consumer sales
- E-commerce
- Sales management:
 - District, regional, and higher
- Promotion:
 - Consumer
 - Trade
 - Sales force
- Customer service

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. 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.

CAREERS IN MARKETING

MARKETING MANAGEMENT

Areas:

Marketing is a functional area that falls in between product development and sales.

- Product management
- Brand management
- Marketing strategy management
- Advertising management

Employers:

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

Strategies:

- 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.

CAREERS IN MARKETING

MARKET RESEARCH

Areas:

- Data collection
- Field service
- Survey research
- Data analysis
- Evaluation design
- Forecasting
- Reporting
- Project management
- 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:

- 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.

CAREERS IN MARKETING

PURCHASING/PROCUREMENT

Areas:

- Purchasing/Buying
- Wholesale
- Retail
- Agricultural
- Operational
- Contract or supply management

Employers:

- Manufacturers
- Retail chains and stores
- Wholesalers
- Large corporations
- Local, state, and federal government
- Educational institutions
- Hospitals

Strategies:

- Develop analytical, decision-making, communication, and negotiation skills for success in this area.
- Supplement curriculum with courses in supply chain management or logistics.
- For federal government positions, become familiar with the application process. Maintain a high grade point average and plan to complete a federal internship.
- Be prepared to start in assisting positions and work your way up.
- Research available certifications such as those offered by the American Purchasing Society.

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SOCIAL MEDIA MANAGEMENT

Areas:

- Strategy
- Content planning
- Community management
- Marketing and promotions
- Blogging
- Copy writing
- Search engine marketing
- Online customer service

Employers:

- Public relations firms
- Marketing agencies
- Advertising agencies
- Social media management companies
- Media outlets
- Corporations in a variety of industries
- Web application companies
- Freelance

Strategies:

- 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.

CAREERS IN MARKETING

ENTERTAINMENT MARKETING

Areas:

- Sales
- Promotions
- Marketing
- Event planning
- Public relations
- Social media management

Employers:

- 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

Strategies:

- 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.
- 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.
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