

# CAREER TIPS FOR MARKETING

*Courtesy of "What Can I Do With a Major In...?"*

- 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.