

What Can I Do With a Major in Marketing?

Possible Career Options

(some career options could require advanced study)

Accountant, Public Practice
 Advertising Account Executive
 Advertising Copywriter
 Advertising Production Manager
 Assistant Buyer
 Business Credit/Loan Administrator
 Buyer, Retail Store
 Circulation Manager
 Claims Adjuster/Examiner
 Comparison Shopper
 Consultant
 Consumer Credit/Loan Officer
 Direct Mail Specialist
 Economist
 Employment Agency Counselor
 Fund Raiser
 Grant Writer
 Industrial Transportation Specialist
 Insurance Agent/Broker
 Lobbyist
 Management Trainee
 Market Research Analyst
 Market Research Interviewer
 Media Buyer
 Media Time Sales Representative
 Merchandise Manager
 On-Line Marketer
 Outplacement Specialist
 Package Designer
 Pharmaceutical Sales Representative
 Photographer
 Purchasing Agent
 Retail Store Manager
 Sales Manager
 Sales Promoter
 Sales Representative
 Securities Broker
 Stockbroker
 Urban/Regional Planner
 Technical Communicator
 Warehouse Manager
 Writer/Author

Transferable Skills

Writing

Communicates thoughts, ideas, information, and messages in writing

Creates documents such as letters, reports, graphs, and flow charts

Listening

Receives, attends to, interprets, and responds to verbal messages and other cues

Speaking

Organizes ideas and communicates orally

Creative Thinking

Generates new ideas

Problem Solving

Recognizes problems and devises and implements an appropriate plan of action

Reasoning

Discovers a rule or principle underlying the relationship between two or more phenomena and applies it when solving problems

Organizes and interprets complex data

Learning

Uses efficient learning techniques to acquire and apply new knowledge and skills

Employment Sites

Past interns and graduates have worked at:

American Greetings
Applied Industrial Technologies
Ashwood Computer Co.
BFI
City of Richmond Heights
Columbus Dispatch
Englewood Electric Co.
Enterprise Rent-A-Car
Epoxy Systems Inc.
Gibson Homan Co.
Huntington Bank
Hyatt Hotel
Imperial Wallcovering
Key Bank
Manpower
Marriott Hotel
MBNA
Merrill Lynch
National City Bank
National Laytex
Nations Bank
Nextel Communications
Office Depot
Office Max
Parke-Davis
Pepsi-Cola Bottling Company
Proctor & Gamble
Rainforest Action Network
Rodwell Sales Corporation
Rubbermaid
Sheraton Hotel
Sherwin Williams
Society National Bank
Southwest General Hospital
Staples
Timken
Toys-R-Us
U.C.B. Pharmaceuticals
United States Navy
United States Postal Office
University Plaza
Wal-Mart
Westfield Companies

Experiential Education

Conducting market research for a Fortune 500 company

Promoting products through development of Point-Of-Purchasing displays

Reviewing potential cost, price, and market research of introducing service programs

Researching customer base potential using available data

Designing an advertising/promotional campaign to promote new services

Developing marketing plan for global business

Additional Resources

Lambert, Stephen E., (1997), *Great Jobs for Business Majors*, VGM Career Horizons: Chicago, IL.

Occupational Outlook Handbook, (2002-03), US Department of Labor.

Smith, Jeanette, (1998), *Breaking Into Advertising*, Peterson's, Princeton, NJ.

Stair, Lila B., (1998), *Careers in Business*, VGM Career Horizons: Chicago, IL.

Stair, Lila B. and Stair Leslie, (2002), *Careers in Marketing*, VGM Career Horizons: Chicago, IL.

Professional Associations:

American Advertising Federation, Washington, DC.

American Association of Advertising Agencies, New York, NY.

American Marketing Association, Chicago, IL. <http://www.ama.org/>

Council of Sales Promotion Agencies, Stamford, CT.

Federal Acquisition Institute, Washington, DC.

Manufacturer's Agency National Association, New York, NY.

Marketing Research Association, Rocky Hill, CT.

National Retail Federation, New York, NY. <http://www.nrf.com/>.

National Institute of Government Purchasing, Falls Church, VA.

National Association of Purchasing Management, Tempe, AZ.

Promotion Marketing Association of America, New York, NY.

Public Relations Society of America, New York, NY. <http://www.prsa.org/>.

Sales & Marketing Executives International, Cleveland, OH.

Securities Industry Association, New York, NY. <http://www.sia.com/>.

Students In Free Enterprise. <http://www.sife.org>