

The image features a light gray background with several concentric circles, some solid and some dashed, creating a ripple effect. A large, solid blue oval is positioned in the center-right. Inside this blue oval, the word "Marketing" is written in a bold, white, sans-serif font. A thick, dark gray curved line sweeps from the bottom left towards the blue oval, partially overlapping its edge.

Marketing

Sales and Promotion

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

Sales and Promotion 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

Sales and Promotion 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.

Marketing Management

Product management

Brand management

Marketing strategy
management

Advertising management

Marketing Management Employers

Consumer products corporations

Service providers

Industrial goods manufacturers

Software and technology companies

Advertising and public relations
firms

Market research firms

Marketing Management 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.

Market Research

Data collection:

- **Primary**
- **Secondary**

Field service

Survey research

Data analysis

Evaluation design

Forecasting

Reporting

Project management

Management

Market Research 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

Market Research 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.

Purchasing and Procurement

Purchasing/Buying:

Wholesale

Retail

Agricultural

Operational

**Contract or supply
management**

Purchasing and Procurement Employers

Manufacturers

Retail chains and stores

Wholesalers

Large corporations

**Local, state, and federal
government**

Educational institutions

Hospitals

Purchasing and Procurement 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.

Social Media Management

Strategy

Content planning

Community management

Marketing and promotions

Blogging

Copy writing

Search engine marketing

Online customer service

Social Media Management Employers

Public relations firms

Marketing agencies

Advertising agencies

Social media management companies

Media outlets

Corporations in a variety of industries

Web application companies

Freelance

Social Media Management 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.

Entertainment Marketing

Sales

Promotions

Marketing

Event planning

Public relations

Social media management

Entertainment Marketing 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

Entertainment Marketing 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.

General Marketing Information

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.