

The image features a central blue oval containing the text "Electronic Commerce" in white. The oval is set against a background of several thin, light gray concentric circles and a thick black curved shape on the left side. The overall design is clean and modern.

Electronic Commerce

Sales

E-commerce

Industrial sales

Consumer product sales

Financial services sales

Services sales

Advertising sales

Corporate sales

Manufacturer representation

Direct consumer sales

Customer service

Sales management:

- District, regional, and higher

Sales 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

Sales Strategies

Obtain experience through internships or summer and part-time jobs.

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.

Cultivate 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 a different industry before getting a job in pharmaceuticals.

Marketing Promotions

E-commerce

Consumer product sales

Services sales

Advertising sales

Corporate sales

Direct consumer sales

Sales management:

- **District, regional, and higher**

Promotion:

- **Consumer**
- **Trade**
- **Sales force**

Marketing Promotions Employers

For-profit and nonprofit organizations

Product and service organizations

Financial companies

Print and electronic media outlets

Software and technology companies

Internet companies

Marketing Promotions 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.

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Business Analytics

Data collection/Data mining

Experiment design

Data analysis

Decision analysis and modeling

Predictive analytics

Customer loyalty and selection programs

Marketing strategy development

Fraud detection

Applied statistics

Process optimization

Operations research/Management

Manufacturing design

Supply chain management

Information technology

Database administration

Program/Project management

Consulting

Business Analytics Employers

Retail, online retail

Software and technology

Telecommunications

Financial services and banking

Insurance

Manufacturing

Consumer products

Transportation

Consulting

Entertainment

Hospitality

Healthcare

Government/Public sector

Nonprofit organizations

Business Analytics Strategies

Seek broad exposure to business principles while honing statistics and quantitative skills.

Develop excellent information technology, database management, and programming skills. Learn to use relevant software or tools such as Apache Hadoop, SQL, and SPSS. Earn industry certifications (e.g., SAS and Google).

Learn to work effectively on interdisciplinary teams and how to communicate data intensive information to colleagues.

Hone presentation skills.

Develop strong analytical skills and a logical approach to problem solving.

Conduct informational interviews with professionals to learn about various industries or functional areas because business analytics professionals can fit into a wide array of positions.

Consider earning a master's degree to qualify for advanced opportunities.

Stay abreast of industry developments through professional societies and websites dedicated to business analytics, data mining, information technology, or other relevant topics.

General Business Information

Gaining relevant experience through part-time and summer jobs or internships is critical.

Learn about various fields of business through research on internet sites, informational interviews of professionals, and exposure to work environments through shadowing, volunteering, or interning.

Develop interpersonal and organizational skills through participation in and leadership of student organizations. Strong communication skills, including public speaking, are also important to achieving success in this field.

Learn to work effectively with a wide variety of people and to work well in a team environment.

Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.