

WHAT CAN I DO WITH THIS DEGREE?

MARKETING

AREA - SALES

Industrial Sales
Consumer Product Sales
Financial Services Sales
Services Sales
Advertising Sales

EMPLOYERS

Profit and nonprofit organizations
Product and service organizations
Manufacturers
Financial companies
Insurance companies
Print and electronic media
Consulting firms

STRATEGIES

Obtain experience through internships or sales jobs.
Must be highly motivated and well organized.
Proven leadership abilities are desirable.
Develop a strong commitment to customer satisfaction.
Must work well under pressure and be comfortable in a competitive environment.

AREA - CUSTOMER RELATIONS

Customer Service

EMPLOYERS

Businesses providing products or services to the public or to other organizations

STRATEGIES

Obtain part-time or summer experience. Develop problem solving skills, self-confidence, assertiveness, empathy, and stamina. Develop strong leadership and public speaking skills. Excellent written and verbal communication skills are required.

AREA - PURCHASING/PROCUREMENT

EMPLOYERS

Government organizations
Large companies
Educational institutions
Hospitals

STRATEGIES

Obtain excellent written and oral communication skills. Strong computer skills are necessary. Supplement program with courses in logistics and purchasing.

AREAS - RETAIL

Buying
Store Management

EMPLOYERS

Department stores
Specialty stores
Discount stores
Super retailers

STRATEGIES

Obtain retail experience through summer, part-time, or internship positions. Present a consistent, pleasant, and service-oriented image to customers. Develop leadership ability and customer service skills. Demonstrate ability to work well under stressful conditions and as part of a team. Gain knowledge of the process of merchandise flow, an overview of signing, pricing, and presentation, and the ability to plan, organize, and lead. Develop ability to communicate in a concise manner. Be prepared to start as a trainee before advancing to other positions.

AREA - BANKING

Commercial Lending
Branch Management
Operations

EMPLOYERS

Commercial banks
Credit unions
Savings and loan associations
Savings banks

STRATEGIES

Develop sales skills and good analytical skills. Take courses in accounting and finance. Obtain part-time employment or an internship position in a bank. Develop strong interpersonal and communication skills in order to work well with a diverse clientele. MBA required for most positions related to investment banking.

AREAS - BRAND MANAGEMENT

EMPLOYERS

Consumer goods
Some service providers
Some industrial goods

STRATEGIES

Results orientation and creativity are desired attributes. Develop strong interpersonal, communication, and analytical skills. Obtain a broad background in advertising, research, consumer behavior, and strategy. Plan on pursuing an MBA for most brand management, consulting, and research opportunities.

AREAS - MARKET RESEARCH

EMPLOYERS

Large corporations

Marketing research firms

Public institutions concerning health, education, and transportation

Management consulting firms

STRATEGIES

Develop good interpersonal skills and effective communication skills, both verbal and written. Good analytical and problem solving skills are critical. Preparation in statistics, mathematics, and behavioral science is required. Plan on obtaining an advanced degree in business or statistics.

Resource: <http://www2.washjeff.edu/careerservicesmajors/html/marketing.htm>