

## 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>*