

BUSINESS ADMINISTRATION – MARKETING TRACK

What is Marketing? (from <http://www.uncwil.edu/stuaff/career/Majors/marketing.htm>)

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.” (American Marketing Association)

Marketing is far more than tactics. Marketing is analysis, and a sound marketing strategy is based on this analysis. What type of analysis are we talking about? Well, analysis about customers, for example. Having a solid understanding of customers means having a solid understanding about how customers behave, their motivations, their perceptions and preferences. It means segmenting the market correctly and not in the way that most companies think about segmentation (if they ever do).”

What are the career opportunities for a Business Administration – Marketing Track Graduate?

Related Career Titles (from <http://www.uncwil.edu/stuaff/career/Majors/marketing.htm>)

Account Representative	Credit/Loan Administrator	International Marketer
Advertising Executive	Customer Service Manager	Internet Marketing Specialist
Art Director	Development Officer	Inventory Control Specialist
Bank Officer	Direct Mail Specialist	Lobbyist
Brand Manager	Distribution Manager	Management Trainee
Buyer	District Sales Manager	Market Representative
Circulation Manager	Employment Agency Counselor	Market Research Interviewer
Claims Adjuster/Examiner	Financial Planner	Marketing Field Coordinator
Commercial Artist	Franchise Specialist	Marketing Planner
Comparison Shopper	Fund-raiser	Marketing Researcher
Consultant	Government Administrator	Media Buyer/Analyst
Consumer Affairs Specialist	Grant Writer	Merchandising Manager
Consumer Loan Officer	Import/Export Manager	Non-Profit Organization Manager
Copywriter	Inside Salesperson	Packaging Specialist
Credit Manager	Insurance Agent	Product Analyst
Product Manager	Sales Agent	Traffic Coordinator
Promotions Director	Sales Manager	Urban/Regional Planner
Property Manager	Specialty Advertising	Wholesale Salesperson

	Distributor	
Public Relations Manager	Telecommunications Director	TV Shopping Channel Coordin.
Research Analyst	Telemarketing Representative	Retail Manager

Learn more about Marketing and Sales occupations by going to <http://www.bls.gov/oco/ocos020.htm> or by visiting the links listed below.

How do you get ready? (from <http://career.utk.edu/students/majors.asp>)

- Most entry-level positions for marketing majors reside in sales.
- Many marketing majors seek positions in advertising, public relations, sports management and entertainment. Such positions are difficult to obtain and require breaking in at the bottom level. Seek internships in these fields even if unpaid.
- Gain as much relevant experience as possible through internships or summer and part-time positions.
- Join the American Marketing Association student chapter and seek leadership roles.
- Develop excellent communication skills and the ability to work well with others.
- Engage in personal networking to increase job possibilities.
- Marketing is good preparation for graduate study in business. An MBA can lead to greater opportunities, particularly in the areas of brand management and market research.

Related Major Skills (from <http://www.uncwil.edu/stuaff/career/Majors/marketing.htm>)

Reading comprehension	Active listening	Excellent writing skills
Critical thinking	Active learning	Monitoring skills
Analyze and interpret data	Manage & direct people/programs	Formulate program policies
Hire and supervise staff	Sell products or services	Research business problems
Plan work tasks	Plan & administer budgets	Prepare status reports
Good communication skills	Learning strategies	Negotiate staff policies/disputes
Develop solutions		

What about the future? (<http://www.bls.gov/oco/ocos020.htm>)

“Average job growth is projected, but keen competition is expected for these highly coveted jobs.

Employment of advertising, marketing, promotions, public relations and sales managers is expected to increase by 12 percent through 2016 – about as fast as the average for all

occupations. Job growth will be spurred by intense domestic and global competition in products and services offered to consumers and by increasing activity in television, radio and outdoor advertising.

Projected employment growth varies by industry. For example, employment is projected to grow much faster than average in scientific, professional and related services—such as computer systems design and related services, and advertising and related services—as businesses increasingly hire contractors for these services instead of additional full-time staff. By contrast, a decline in employment is expected in many manufacturing industries.

Advertising, marketing, promotions, public relations and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations and sales activities on the Internet.”

Available at Albright College Career Development Center’s Resource Library

- Great Jobs for Economics Majors, by Blythe Camenson
- Career Opportunities in Banking, Finance and Insurance, by Thomas Fitch
- Careers for Born Leaders and Other Decisive Types, by Blythe Camenson
- Careers for Financial Mavens and Other Money Movers, by Marjorie Eberts and Margaret Gisler
- Careers for Number Crunchers and Other Quantitative Types, by Rebecca Burnett
- Opportunities in Bank Careers, by Adrian A. Paradis
- Opportunities in Government Careers, by Neale Baxter
- Opportunities in Social Science Careers, by Rosanne J. Mare

Disclaimer

Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College or the Career Development Center.

Links found at <http://www.uncwil.edu/stuaff/career/Majors/marketing.htm>.

Job and Internship Search Links

- Mobile Marketing JobList <http://www.mobilemarketingjoblist.com>
- Turner Jobs <http://www.turner.com/jobs>
- Sales and Marketing Jobs <http://www.marketingjobs.com>
- WomenEntrepreneur.com <http://www.womenentrepreneur.com/>
- Entrepreneur.com <http://www.entrepreneur.com/hiringcenter/index.html>
- Women in Sports Jobs <http://www.womensportsjobs.com/default.htm>
- Advertising Media Internet Center <http://www.amic.com>

- American Association of Advertising Agencies Career Center <http://careercenter.aaaa.org/search.cfm>
- Media Job Market <http://www.mediajobmarket.com/jobs/index.jsp>
- Media Contacts – UK – http://www.media-contacts.co.uk/index.php/mc/job_vacancies
- Hospitality Careers <http://www.hcareers.com>
- I Hire Marketing <http://ihiremarketing.com>
- Hospitality Jobs <http://www.hospitalityonline.com>
- Insurance Job Site <http://www.insuranceworkforce.com>
- Insurance Job Center <http://www.insurance-jobs-center.com>
- Jobs in Manufacturing <http://www.jobsinmanufacturing.com>
- Retail Jobs <http://ihireretail.com>
- Biotech and Pharmaceutical Jobs <http://www.biospace.com>
- Pharmaceutical Industry Jobs <http://www.hirerx.com>
- Real Estate Jobs <http://ihirerealestate.com>
- Real Estate Job Store <http://realestatejobstore.com>
- Advertising, Marketing & Media Jobs <http://www.talentzoo.com>
- Careers in Retail <http://www.allretailjobs.com>
- Sales Jobs <http://www.salesjobs.com>
- Jobs in Sports <http://www.jobsinsports.com>
- Jobs in the Performing Arts Industry – Marketing/PR/Management/Hospitality <http://www.artspresenters.org/networking/JobAvailableList.cfm>
- www.workinsports.com

Career Planning Links

- Careers in Marketing <http://www.careers-in-marketing.com>
- All business.com <http://www.allbusiness.com>
- So You're Thinking About a Marketing Career <http://www.black-collegian.com/issues/1998-12/marketing12.shtml>

Professional Associations Links:

- American Marketing Association <http://www.ama.org/>
- Advertising Age <http://www.adage.com/>
- The Ad Council <http://www.adcouncil.org/>
- American Economic Association <http://www.aeaweb.org/>
- American Management Association <http://www.amanet.org>
- National Management Association <http://nma1.org/>
- The American Real Estate and Urban Economics Association <http://www.areuea.org/>
- National Association for Business Economics <http://www.nabe.com/>
- American Association of Advertising Agencies <http://www2.aaaa.org>
- American Advertising Federation <http://www.aaf.org/>

