



MAJOR DISCOVERY SERIES

# MARKETING

## Bachelor of Science in Business Administration with a major in Marketing

The Marketing major offers students the ability to study all areas of business and organization structures that have direct impact on customer satisfaction and excitement and will prepare you for many different and rewarding career paths. Marketing graduates work in Marketing Research, Marketing, Communications, E-Commerce, Advertising, Sales and Sales Management, Transportation and Distribution, Retailing, Buying, Merchandising, Product Development and Management and many other areas, on local, regional, national and international levels. Because the Marketing major works with diverse stakeholders across a broad spectrum of functional areas, careers are rarely dull and always challenging. To differentiate yourself in the competitive job market, employers recommend that students should complete one or more internships.

### Career themes associated with Marketing

*(Is this a good fit for you? Are you a...)*

- Enterprising - "Persuader"
- Social - "Helper"
- Realistic - "Doer"

### Related skills, values, and qualities

- Ability to organize, plan, persuade, sell, and coordinate activities
- Ability to communicate ideas and concepts to others
- Strong interpersonal and networking skills
- Proficiency in reading, writing and speaking
- Ability to solve problems and make effective decisions
- Ability to think creatively
- Aptitude for leadership
- Strong sense of integrity and professionalism

### Courses Marketing majors typically enjoy

- Accounting
- Business
- Business Law
- Economics
- Management
- Psychology
- Sociology
- Speech
- Writing

### Common interests of Marketing majors

- Working part-time in an advertising firm, or wholesale/retail establishment
- Participating in oratory contests or on a debate or forensic team
- Attending auctions, political rallies, or sales lectures
- Participating in a civic fund-raising event or in student government
- Volunteering to write/design promotional materials
- Reading publications related to marketing and distribution
- Attending sales/marketing workshops and conferences

### For more information about the major

Contact the Department of Business Administration,  
236 deFrancesco, 610-683-4580

### KU Majors related to Marketing

Communication Design, Communication Studies, English  
Professional Writing, Management, Public  
Administration, Sport Management, Psychology,  
Sociology

Enterprising students may also be interested in:

Advertising\*, Criminal Justice, Economics\*, Education,  
Finance, International Studies\*, Library Science,  
Literature\*, Multicultural Studies\*, Political Science,  
Public Relations\*, Social Work, Writing\*

\*minor only

# FOUR STEPS TO SUCCESS

## EXPLORE

### 1<sup>ST</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

## DISCOVER

### 2<sup>ND</sup> YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

## EXPERIENCE

### 3<sup>RD</sup> YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employers panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

## IMPLEMENT

### 4<sup>TH</sup> YEAR

- Attend your Senior Kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevator pitch
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

Marketing majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

- |                                 |                                     |                                       |
|---------------------------------|-------------------------------------|---------------------------------------|
| • Account Manager               | • Franchise Specialist              | • Pharmaceutical Sales Representative |
| • Advertising Executive         | • Fundraiser                        | • Product Analyst                     |
| • Advertising Space Salesperson | • Government Administrator          | • Product Manager                     |
| • Art Director                  | • Import/Export Manager             | • Promotions Director                 |
| • Bank Officer                  | • Insurance Agent                   | • Property Manager                    |
| • Brand Manager                 | • International Marketer            | • Public Relations Manager            |
| • Buyer                         | • Internet Marketing Specialist     | • Purchasing Agent                    |
| • Circulation Manager           | • Inventory Control Specialist      | • Real Estate Agent                   |
| • Commercial Artist             | • Lobbyist                          | • Research Analyst                    |
| • Comparison Shopper            | • Manufacturer Sales Representative | • Retail Sales Associate              |
| • Consultant                    | • Market Representative             | • Retail Manager                      |
| • Consumer Affairs Specialist   | • Market Research Analyst           | • Sales Agent                         |
| • Consumer Credit/Loan Officer  | • Market Research Interviewer       | • Sales Manager                       |
| • Copywriter                    | • Marketing Field Coordinator       | • Sales Promotion Manager             |
| • Customer Service Manager      | • Marketing Planner/Researcher      | • Securities Sales Agent              |
| • Development Officer           | • Media Buyer/Analyst               | • Specialty Advertising Distributor   |
| • Direct Sales Person           | • Merchandising Manager             | • Sports/Special Events Executive     |
| • Director of Marketing         | • Non-Profit Organization Manager   | • Store Manager                       |
| • Distribution Manager          | • Online Marketer                   | • Telecommunications Director         |

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco).

## Common Internship Sites and Employers

Marketing majors often find internships and employment in the following industries:

- Advertising Agencies
- Consumer Product Companies
- Government
- Healthcare Industry
- Higher Education
- Insurance & Financial Industry
- Manufacturing Companies
- Non-Profit Organizations
- Pharmaceutical Companies
- Publishing Companies
- Retail and Hospitality Industry
- Radio/Television Stations
- Sports & Entertainment Industry

# Handshake

Handshake is the primary online resource for preparing and connecting students and alumni with employers. [www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

## Useful Websites for Marketing Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry/Employment Information

Advertising Age  
[www.adage.com](http://www.adage.com)

Marketing Jobs  
[www.marketingjobs.com](http://www.marketingjobs.com)

LaSalle Non-Profit Center  
[www.lasallenonprofitcenter.org](http://www.lasallenonprofitcenter.org)

LinkedIn Jobs  
[www.linkedin.com/jobs](http://www.linkedin.com/jobs)

### Professional Associations

American Marketing Association  
[www.ama.org](http://www.ama.org)

American Advertising Federation  
[www.aaf.org](http://www.aaf.org)

Business Marketing Association  
[www.marketing.org](http://www.marketing.org)

E-marketing Association  
[www.emarketingassociation.com](http://www.emarketingassociation.com)

Marketing Research Association  
[www.insightsassociation.org](http://www.insightsassociation.org)

Sales and Marketing Executives  
International  
[www.smei.org](http://www.smei.org)

Society for Marketing Professional  
Services  
[www.smps.org](http://www.smps.org)

### Related Area Employers

Altitude Marketing  
APR Supply Co  
ArtsQuest  
Brenntag North America  
Brentwood Industries  
Clark Associates  
DaBrian Marketing Group  
East Penn Manufacturing  
Elysium Marketing Group  
Hershey Entertainment & Resorts  
Historic Bethlehem Museum & Sites  
Klunk & Millan Advertising  
Liquid Interactive  
Ritter Insurance Marketing  
Sherwin Williams  
Sorrelli Jewelry  
Strunk Media Group  
webCemeteries  
WebFX

# Building Your Resume for a Career in Marketing

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

## Marla Marketing

mmark000@live.kutztown.edu, [www.linkedin.com/in/marla](http://www.linkedin.com/in/marla), 555-555-5555

### PROFILE

Interested in working for a marketing company to utilize my social media marketing skills.

### QUALIFICATIONS

- Excellent written and verbal communication skills
- Experience working with diverse populations
- Strong leadership and presentation skills
- Proficient in HTML, Adobe Creative Suite, Mac OSX and Microsoft Office

### EDUCATION

B.S.B.A. Kutztown University of Pennsylvania (AACSB Accredited)

Kutztown, PA

**Major: Marketing**

May 20xx

**Dual Minor: Electronic Media & Public Relations**

GPA: 3.56

### INTERNSHIP & EXTERNSHIP EXPERIENCE

Fromm Electric Supply Corp.

Reading, PA

**Marketing Intern**

Summer 20xx

- Assisted in development of circulars, mock-ups and email campaigns
- Maintained company social media sites including Facebook, Twitter & Instagram
- Performed analysis of sales and marketing data to guide media plan
- Researched industry-specific sites for information including customer comments and product reviews

ArtsQuest

Bethlehem, PA

**Social Media & Digital Marketing Intern**

Spring 20xx

- Promoted non-profit events via website and social media sites (Facebook, Twitter, Pinterest)
- Worked alongside Sr. Internet Marketer to optimize website for search engines
- Participated in weekly team brainstorming sessions to discuss marketing efforts and ideas
- Assisted Marketing Manager with event photography, videography and social media campaigns

**Extern**

Oct 20xx

- Observed daily functions of marketing professionals including market research sessions and the development of social media campaigns

### CAMPUS LEADERSHIP

**President**, Kutztown University Public Relations Club

Spring 20xx-Present

- Coordinate professional speaker events and career trips to local PR, marketing and advertising firms
- Organize and facilitate bi-weekly chapter meetings
- Promote club via targeted emails, on-campus presentations and information tables

**Vice President**

Fall 20xx-Spring 20xx

- Assist President with promotional emails and presentations
- Update and maintain chapter social media pages including Facebook & Twitter

**Member**

Fall 20xx-Present

### PROFESSIONAL DEVELOPMENT

American Marketing Association

Fall 20xx-Present

Career Success Certificate, Kutztown University Career Development Center

Spring 20xx

Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx

### WORK EXPERIENCE

Global Libations

Kutztown, PA

**Barista**

Summers 20xx & 20xx

- Trained new employees on cafe policies and customer service procedures
- Provided excellent customer service

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as public speaking and technological proficiencies.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management