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
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

Common interests of Marketing majors
• Working part-time in a advertising firm, warehouse, 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, 233 deFrancesco, 610-683-4580,

KU Majors related to Marketing
Communication Design, Communication Studies, Management, Public Administration, Sport Marketing, Psychology, Sociology.

Enterprising students may also be interested in:
*minor only

For More Information on Marketing Careers or to speak to a Career Counseling, contact KU Career Development Center 113 Stratton Administration Center * 610-683-4067 * careerhelp@kutztown.edu * www.kutztown.edu/careercenter
Four Steps to Success

1st 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.

2nd 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.

3rd 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 Careers Cafe & networking programs.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

4th 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.
- 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 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
- Advertising Executive
- Advertising Space Salesperson
- Art Director
- Bank Officer
- Brand Manager
- Buyer
- Circulation Manager
- Commercial Artist
- Comparison Shopper
- Consultant
- Consumer Affairs Specialist
- Consumer Credit/Loan Officer
- Copywriter
- Customer Service Manager
- Development Officer
- Direct Sales Person
- Director of Marketing
- Distribution Manager
- Franchise Specialist
- Fundraiser
- Government Administrator
- Import/Export Manager
- Insurance Agent
- International Marketer
- Internet Marketing Specialist
- Inventory Control Specialist
- Lobbyist
- Manufacturer Sales Representative
- Market Representative
- Market Research Analyst
- Market Research Interviewer
- Marketing Field Coordinator
- Marketing Planner/Researcher
- Media Buyer/Analyst
- Merchandising Manager
- Non-Profit Organization Manager
- Online Marketer
- Pharmaceutical Sales Representative
- Product Analyst
- Product Manager
- Promotions Director
- Property Manager
- Public Relations Manager
- Purchasing Agent
- Real Estate Agent
- Research Analyst
- Retail Sales Associate
- Retail Manager
- Sales Agent
- Sales Manager
- Sales Promotion Manager
- Securities Sales Agent
- Specialty Advertising Distributor
- Sports/Special Events Executive
- Store Manager
- Telecommunications Director

To learn more about these careers, visit http://online.onetcenter.org or 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

KU Career Network is the primary online resource for preparing and connecting students and alumni with employers.

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 Information and Job/Internship Search Sites
- Advertising Age
  www.adage.com
- Career Opportunities in Marketing
  www.careers-in-marketing.com
- Marketing Crossing
  www.marketingcrossing.com
- Marketing Jobs
  www.marketingjobs.com
- LaSalle Non-Profit Center
  www.lasallenonprofitcenter.org
- LinkedIn Jobs
  www.linkedin.com/jobs

Professional Associations
- American Marketing Association
  www.marketingpower.com
- American Advertising Federation
  www.aaf.org
- Business Marketing Association
  www.marketing.org
- E-marketing Association
  www.emarketingassociation.com
- Marketing Research Association
  www.mra-net.org
- Promotion Marketing Association
  www.pmalink.org
- Sales and Marketing Executives International
  www.smei.org
- Society for Marketing Professional Services
  www.smps.org
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
123 Employment Avenue, Kutztown, PA 19530
mmark600@live.kutztown.edu, 555-555-5555

OBJECTIVE
An entry-level marketing position with a focus on digital and social media.

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

EDUCATION
B.S.B.A. Kutztown University of Pennsylvania (AACSB Accredited)
Major: Marketing
Dual Minor: Electronic Media & Public Relations
GPA: 3.56
Kutztown, PA
May 20xx

INTERNSHIP & EXTERNAL EXPERIENCE
Froman Electric Supply Corp.
Marketing Intern
- 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
Reading, PA
Summer 20xx

ArtsQuest
Social Media & Digital Marketing Intern
- 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
Bethlehem, PA
Spring 20xx

Extern
- Observed daily functions of marketing professionals including market research sessions and the development of social media campaigns
- October 20xx

CAMPUS LEADERSHIP
President, Kutztown University Public Relations Club
- 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
Spring 20xx-Present

Vice President
- Assist President with promotional emails and presentations
- Update and maintain chapter social media pages including Facebook & Twitter
Fall 20xx-Spring 20xx

Member
- Fall 20xx-Present

PROFESSIONAL DEVELOPMENT
American Marketing Association
- Career Success Certificate, Kutztown University Career Development Center
Fall 20xx

Career Exploration Certificate, Kutztown University Career Development Center
Spring 20xx

WORK EXPERIENCE
Global Lifestyles
- Trained new employees on cafe policies and customer service procedures
- Provided excellent customer service
Kutztown, PA
Summers 20xx & 20xx

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.