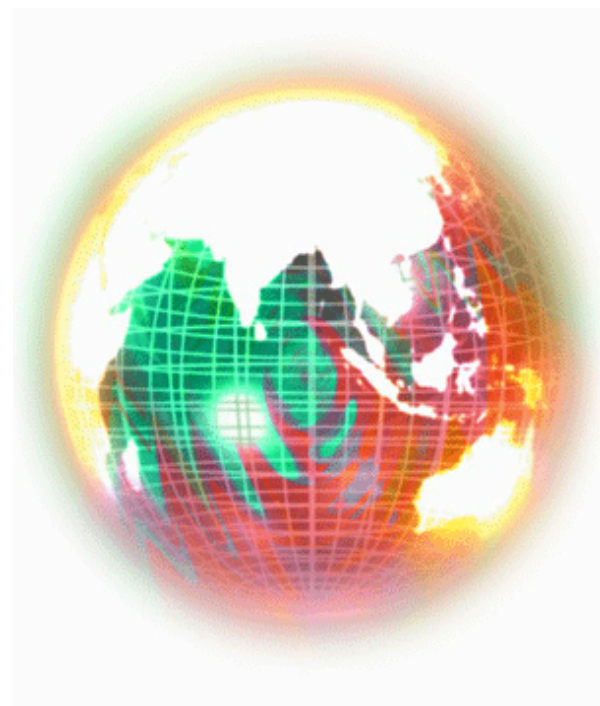




## What to do with your major in Marketing...

Not sure what to do with your major? No worries! Linking a major to a career is a challenging process for many undergraduate students. Below you will find information to help you start the process.



### **Typical Entry-level Job Titles**

Advertising Sales  
Assistant Marketing Manager  
Associate Editor  
Business Management Associate  
Customer Care Specialist  
Interactive Marketing Associate  
Sales/Marketing Associate

### **Jobs for Graduates with Experience**

Product and Brand Manager  
New Product Development Specialist  
Marketing Manager  
Advertising Manager



# Overview of Typical Career Paths

## Market Research

Use of scientific methods to identify and define marketing problems, generate, refine and evaluate marketing actions, monitor performance and improve our understanding of marketing as a process. Usually separated into two categories; Consumer marketing research, and B2B (Business-to-Business) marketing research.



## Product Development

Assist with the process of designing, creating, and marketing new products. Most goods and services are developed only after careful and extensive research, analysis and planning. Strong management of the development of commercial products is necessary, so they will serve consumers' needs, sell well and be respectfully profitable.

## Advertising

Very competitive, stressful, results oriented, fast-paced environment. Advertising and sales work together to win customers (advertising – suggests and sales – motivates). Some departments within advertising include: Account Services, Research, Creative, and Media. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.



## Public Relations

Relationship with company and the public it serves (customers, employees, stockholders, community). You will be enhancing the company's image and reputation. Since there is a lot of competition out there, your job will be making your company stand out from the crowd.

**ENTRY-LEVEL JOB TITLES of RECENT FOX SCHOOL  
UNDERGRADUATE MARKETING MAJORS**

Accelerated Management Trainee  
Account Associate Intern  
Account Coordinator  
Account Intern  
Account Management Intern  
Account Manager  
Account Manager Trainee  
Administrative Coordinator  
Advertising Intern  
Advertising Sales/New Bus. Development  
Agency Management Specialist Apprentice  
Agent  
Allocation Analyst  
Allocation Analyst/Fashion Merchandiser  
Analyst  
Apprentice  
Assistant General Manager  
Auditor  
B2B sales and marketing group  
Bakery Assistant- Team Leader  
Banker  
Bookkeeper  
Brand Manager  
Brands/Market Developer  
Business Advising  
Business Analyst  
Buyer  
Campaign Management Internship  
Client Delivery Intern  
Client Relations Associate  
Communications Intern  
Communications/Public Relations Intern  
Conflicts Analysis  
Consumer Marketing Intern  
Contemporary Marketing Representative  
Content Writer/Promoter  
Executive Consultant

Finance/Strategy Development Intern  
Financial Advisor  
Financial Analyst  
Financial Center Manager  
Fund Accountant  
Fund Associate  
General Sales Manager  
Leasing Manager  
Legal Recruiter  
Load Planner  
Logistics Coordinator  
Market Researcher  
Marketing & Events Assistant  
Marketing & Program Coordinator  
Marketing Analyst  
Marketing/PR Intern  
Meeting/Event Planning Internship/Co-o  
Operations/Wealth Management Analyst  
Operations Coordinator  
PR Intern  
PR/Marketing Intern  
Pre-Management Trainee  
Premium Ticketing Intern  
Processing Associate  
Program Coordinator  
Sales Intern  
Sales/Management Trainee  
Salesperson  
SAP Analyst  
Scholar Intern  
Securities Lending Operations Specialist  
Senior Detail Assistant  
Services Officer  
Tenant Coordinator  
Underwriting Trainee

## EMPLOYERS THAT HAVE HIRED FOX SCHOOL UNDERGRADUATE MARKETING MAJORS

ABO Haven, Inc  
ACE INA  
Acme Markets  
Admiral Insurance Company  
AIG Life Division  
Amper, Politziner & Mattia, LLP  
Animal Welfare Project  
Aon Corporation  
ARAMARK Corporation  
ATD-AMERICAN CO.  
BDP International  
Biovid Corp  
BPG Management  
Burn Foundation  
Charming Shoppes, Inc.  
CIGNA  
Cintas Corporation  
Citibank  
Citizens Bank  
Coca Cola USA  
Coldwell Banker  
Comcast Cable Communications  
Comcast Corporation  
Comcast-Spectacor  
Coventry  
CVS  
Diamond Transportation Group  
Drexel University  
DuPont  
ECBM Inc.  
Elsevier  
Enterprise Holdings  
Ernest and Julio Gallo Winery  
General Electric  
General Mills  
GlaxoSmithKline  
Group Two Advertising  
Guy Carpenter  
Handleman Company

Hertz Corporation  
HSBC  
Independence Blue Cross  
Johnson & Johnson - McNeil Consumer  
and Specialty Pharmaceuticals  
Johnson & Johnson Consumer Companies  
JPMorgan Chase  
Kanter International  
Lincoln Financial Group  
Market Resource Partners  
Marsh  
McIntyre Group  
Mercer Human Resource Consulting  
Merck & Co., Inc.  
Merrill Lynch  
Miller Brewing Company  
Morgan Stanley  
MTV Networks  
Northwestern Mutual Financial Network  
Pennsylvania Horticultural Society  
Penske Truck Leasing  
PeopleMetrics  
Pepsi Bottling Group  
Pfizer  
PNC Bank  
PricewaterhouseCoopers  
Procter & Gamble  
Prudential Financial  
Sherwin-Williams  
Staples Business Advantage  
TD Bank  
Temple University  
The Hartford Group  
The TJX Companies, Inc  
U.S. Army  
U.S. Department of Commerce  
Vanguard Group  
Walgreens  
Wells Fargo

# Professional Marketing Associations

## **General Marketing**

American Marketing Association \*Leading professional society for those with interest in the practice, study and teaching of marketing.

CMO Council \*Aimed at the chief marketing officer, this association has a heavy Internet/technology leaning. The site does have market reports, white papers and a newsletter that may be accessible to non-members.

## **Customer-Focused Marketing**

American Teleservices Association \*Trade group that is focused mostly on the telemarketing industry.

Word of Mouth Marketing Association \*Supports those using referral methods to achieve marketing objectives.

## **Internet Marketing**

Interactive Advertising Bureau \*Not-for-profit trade association focusing on advertising issues across all interactive formats.

Mobile Marketing Association \*Focus of this group is on marketing via wireless means including advertising and SMS messaging through cell phones and PDAs.

## **Marketing Research**

Council of American Survey Research Organizations \*Trade group whose mission is to improve the ethics and practice of survey research.

Marketing Research Association \*US-based organization dedicated to promoting excellence in marketing and opinion research. Offers news/event information, links to leading research firms and more.

## **Retailing**

National Association for Retail Marketing Services (NARMS) \*NARMS is actively involved in providing our members with quality education, research, networking, and member programs. NARMS is an association of people helping people.

Retail Advertising and Marketing Association: \*The Retail Advertising & Marketing Association (RAMA) is a trade association of retail marketing and advertising professionals, plus their counterparts on the agency, media and service-provider sides of the business.

## **Advertising & Promotion**

Advertising Research Foundation \*Association that provides resources aimed at helping to create more effective marketing and advertising communications.

American Association of Advertising Agencies \*Trade organization representing the advertising agency business.

# Extra Marketing Links

[Marketing Jobs](#)

[Brand Republic](#)

[Marketing Power](#)

[Bureau of Labor Statistics](#) - Advertising, Marketing, Promotions

[Bureau of Labor Statistics](#) - Purchasing Managers, Buyers, Agents

[Bureau of Labor Statistics](#) - Sales and Related occupations

[Bureau of Labor Statistics](#) - Sales reps, Whole sale, Manufacturing



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