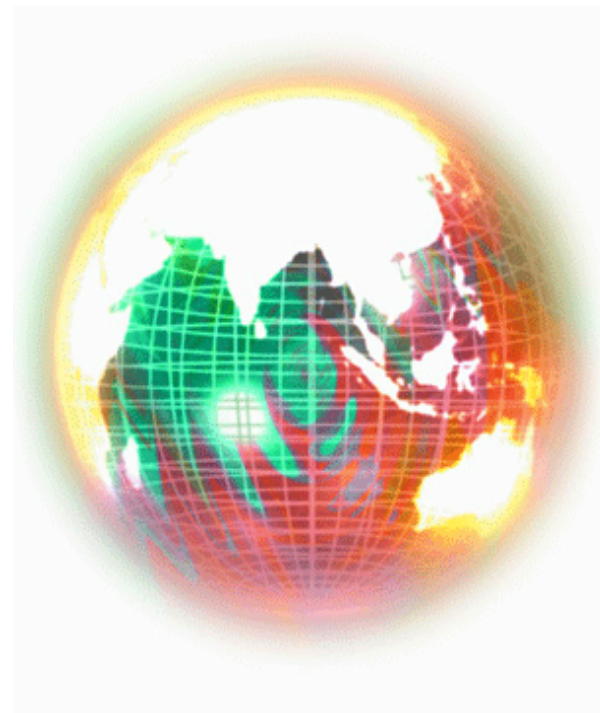




What to do with your major in Marketing...

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

[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

<http://www.marketingjobs.com/>

<http://www.brandrepublic.com/home/>

<http://stats.bls.gov/oco/ocos020.htm> (Market Research Analysts)

<http://stats.bls.gov/oco/ocos023.htm> (Purchasing Managers/Buyers/Agents)

<http://www.bls.gov/oco/oco20053.htm> (Sales and Related occupations)

<http://stats.bls.gov/oco/ocos119.htm> (Sales reps, Wholesale, Manufacturing)



Center for Student Professional Development
1801 Liacouras Walk
134 Alter Hall 006-15
Philadelphia, PA 19122-6083
Phone: 215-204-8095 Fax: 215-204-3355