

Marketing Management Field Options*

Marketing may be a major for you if...

You would like to help determine what new products and services will appeal to customers

You want to work in advertising or merchandising or engage in promoting products and services

You have an interest in sales or persuading, influencing and negotiating with people

Fields include:

Marketing

Sales

Advertising

Promotion

Sample Marketing Job Titles:

Marketing Assistant, Communications Specialist, Marketing Research Analyst, Advertising Account Executive, Sales Assistant, Account Manager, Brand Management Associate, Product Manager

Projected growth (2016-2026) Faster than average (10% to 14%)

Sample Sales Job Titles:

District Sales Manager, National Sales Manager, Regional Sales Manager, Sales and Marketing Vice President, Sales Director, Sales Manager, Sales Representative, Sales Supervisor, Sales Vice President, Store Manager

Projected growth (2016-2026) Average (5% to 9%)

Sample Advertising/Promotion Job Titles:

Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager, Classified Advertising Manager, Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager

Projected growth (2016-2026) Average (5% to 9%)

* Informational Resource www.onetonline.org

Career Center www.cpp.edu/~career

Handshake Jobs and Internships

Drop-In Advising

Monday-Friday 11am-3pm

Location: 97-100

(909) 869-2342

career@cpp.edu

Career Center Counselor Liaison

in the College of Business

Location: 164-1080B

Drop-In Advising Available*

Tuesdays 1-4pm

Thursdays 2-4pm

*Except Career Fair Days

“Career Readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.”

“Core Competencies

1. Critical Thinking/Problem Solving
2. Oral/Written Communications
3. Teamwork/Collaboration
4. Digital Technology
5. Leadership
6. Professionalism/Work Ethic
7. Career Management
8. Global/Intercultural Fluency”

Track Your Milestones

First Year

Core Competencies Acquired

- 1.
- 2.

Second Year

Core Competencies Acquired

- 3.
- 4.

Third Year

Core Competencies Acquired

- 5.
- 6.

Fourth Year

Core Competencies Acquired

- 7.
- 8.

Final Year Student

Core Competencies obtained and ready for the workforce.

Career Management

Begin managing YOUR unique Career Path your first year

Continue years 2, 3, 4 and beyond

What are your focus areas?

Where do you want to work?

Who knows about your industry? Experts in the field such as Alumni.

Resources in the Career Center

Complete your Handshake Profile to discover on and off campus part time positions, internships, full time opportunities.

Employment Opportunities

Start your job search efforts early! Many employers start recruitment in the fall.

Counseling Appointments

Select type of appointment: Job Search, Career Path and Exploration, Assessments, Mock Interviews, Grad School, and much more! Schedule through your **Handshake** Account.

Attend **Career Center** sponsored events, Information Sessions, Public Relations tables, Workshops, Revisit Resume each semester and Create a ‘One Minute Commercial’ Attend the Graduate & Professional School Fair in the fall. Find career-related internship and co-op opportunities through the Career Center, academic departments, and the Center for Community Engagement.

Additional Resources

provided through Career Center Website:

<https://www.onetonline.org/>

<https://stats.bls.gov/home.htm>

<https://jobshadow.com/>

MyBar. <http://mybar.cpp.edu/>

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