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 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/