

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%)

American Marketing Association
Business Marketing Association
Direct Marketing Association
National Association of Sales Professionals
Sales and Marketing Executives International

A Guide for Career Readiness

Career Readiness*

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

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 might be your answer. Reach out to them with an Informational Interview

Track Your Milestones

Handshake

MyBAR (My Bronco Activity Record)

Portfolium

Cherrie Peters M.S.

Career Center Counselor Liaison for the College of Business crpeters@cpp.edu

Virtual Drop-In Advising

[email crpeters@cpp.edu](mailto:crpeters@cpp.edu) to obtain Zoom password

Tuesdays 1-4pm

Wednesdays 2-4pm

Thursdays 3-5pm

Career Center www.cpp.edu/~career

Handshake Jobs and Internships

General Virtual Drop-In Advising

Monday-Friday 11am-3pm

careercounseling@cpp.edu

Resources in the Career Center

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

Employment Opportunities

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

Counseling Appointments Virtually

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 **virtually**, 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.

Career Center Online Resources

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

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

<https://jobshadow.com/>

<https://whatcanidowiththismajor.com/major/>

Additional Campus Resources

MyBar (My Bronco Activity Record)

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

BroncoLEAD

<https://mybar.cpp.edu/organization/>

Center for Community Engagement

<https://www.cpp.edu/cce/index.shtml>

Core Competencies, Essential Skills, Career Readiness for Students

What are they— —

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

Critical Thinking/Problem Solving Ability To: Sort through information and provide a solution, explore and find critical problems and provide direction, disseminate information to those seeking a solution

Participate in class....even remotely

Join a club or volunteer for a “cause” and develop skills to solve a critical problem. Discover a solution with others

Oral/Written Communications

Don't wait.....start today:

Poly Post contributor
Note taker position through DRC
T.A. for a professor
Tutor for Writing Center or LRC
Annual Fund
Peer Mentor
Peer Advisor
Volunteer for campus activities (My Bar)
Find local governmental official office and volunteer for elections
Blogging

Teamwork/Collaboration

Collaborate with students in a classroom setting on projects
Club and organization e-board and/or leadership role
In an office setting on or off campus
Part time/Internship/Full time role off campus
Various settings such as remote work
Guidance or Volunteer role working with populations such as youth, adults, aging population

Digital Technology Tip

Select and utilize technology to solve problems and accomplish goals. Do you know programs? C++, HTML, Data Analysis, Photoshop, Excel Solidworks, POS, Quick Books, Microsoft Office. Utilize LinkedIN Learning

Professionalism/Work Ethic

Showcase skills at work: Be punctual and effective at work, internship, volunteer position or leadership role on or off campus, or virtually. Take the extra steps to work hard and seek to advance in positions Provide the work ethic and promotions on a resume for each role.

Develop effective work habits; punctuality, working productively with others, time management, understanding the importance of a professional work image and demonstrating integrity.

Leadership

Leverage the strengths of others to achieve common goals, organize, prioritize and delegate work: use empathetic skills to guide and motivate
Clubs on Campus, Student Organizations, Athletics, Supervisory role at work, Internships, Volunteer

Career Management

Identify and articulate skills, strengths, knowledge and experiences; navigate career options and pursue these opportunities. Follow “timeline” provided by Career Center to facilitate direction of career prior to graduation

Global/Intercultural Fluency: Value, respect, and learn from diversity of cultures, races, ages, genders, sexual orientations, and religions while demonstrating sensitivity and ability to interact with others in a respectful manner. Attend a variety of training sessions from campus organizations to develop an understanding and respect of others.

Additional Links for Marketing Management Students

[American Advertising Federation \(AAF\)](#)

[American Marketing Association](#)

[Business Marketing Association](#)

[Direct Marketing Association \(DMA\)](#)

[Know This: Knowledge Source for Marketing](#)

[Marketing Research Association \(MRA\)](#)

[MarketingJobs.com: Marketing, Sales, and Advertising Jobs Nationwide](#)

[MrWeb: Index of Market Research Jobs](#)

[Nation Job: Advertising & Media Jobs](#)

[Nation Job: Marketing/Sale Jobs](#)

[National Association of Sales Professionals](#)

[National Sports Marketing Network \(NSMN\)](#)

[Sales and Marketing Executives International](#)

[SCORE: For the Life of Your Business](#)

[Showbizjobs: The Entertainment Professional's Network](#)

[Sporting & Fitness Industry Association \(SFIA\)](#)

[Superperformance.com: Human Performance & Achievement Resources](#)

[SustainableBusiness.com](#)

[U.S. Chamber of Commerce](#)