

# MARKETING CAREERS OVERVIEW



## COMMON INDUSTRIES

- Advertising
- Consumer Products
- Financial Services
- Healthcare
- Media/Entertainment
- Retail
- Sports/Leisure
- Technology/Science
- Real Estate

## TYPICAL MARKETING CAREER OPTIONS

POSITION	SAMPLE OF COMPANIES	PRIMARY RESPONSIBILITIES
<b>Advertising/ Promotions</b>	Cox Media, iamHeart, GoDaddy, Madden Media	Involves helping a company call attention to their product, service, or brand by creating and executing a marketing strategy and concept. Digital Marketing: Using digital channels to market products. Includes Search Engine Optimization (SEO), Search Engine Marketing (SEM), blogs (content/inbound marketing), newsletters
<b>Buying</b>	Dillard's, Macy's, Target, Ross, TJX, Advertising agencies	Buy products for organizations to use or resell. Evaluate suppliers, negotiate contracts, review product quality, analyze and strategize for inventory flow within a department. Predict what customers will want, make sure there is sufficient inventory, and at prices that will encourage buying.
<b>Customer Service</b>	Fisher Investments, Geico, Vanguard, Paradox	Provide support for customers, may also have a sales component.
<b>Event Planning</b>	Avnet, TTI, Clinisys, non-profits	Coordinate all aspects of meetings and events including arranging location, transportation and all the event details. Spend a lot of time in the office, but also conduct site visits, and often travel to attend events.
<b>Market Research/ Analytics</b>	Engine, SC Johnson, Gartner, Nielsen, PR Companies	Collect, analyze, interpret data to determine what people want, who will buy, and at what price.
<b>PR/ Social Media</b>	Oliver Peoples, Big Marlin Group, Insight Enterprises, Vantage West, Mars, Inc	Responsible for presenting the best possible public image for the company or client. They create and release statements to the media and plan and direct public relations programs or campaigns.
<b>Management</b>	Amazon, Enterprise, GEICO, Kohl's, Macy's, MGM Resorts, Nordstrom, Ross, Target,	Retail in-store sales manager can often have a path to regional manager in a few years.
<b>Sales</b>	ADP, Altria, Cisco, E&J Gallo Winery, General Mills, Professional Sports Teams, TekSystems, TTI	B2B- Business to Business (consultative sales) B2C- Business to Consumer

## MARKETING ENGAGEMENT OPPORTUNITIES

- MKTG 297 Marketing Careers
- MKTG 423 Digital Marketing | MKTG 425 Applied Advertising
- ENTR 455 Small Business Development and Consulting
- FESO Clubs: AdCats; AdTEAM; American Marketing Association; Business of Entertainment; Eller Social Media Club