



This handout provides a brief introduction to possible careers in marketing. For further information, students are encouraged to review the following resources:

The Marketing Major at KU:

The curriculum is designed to give students both a broad liberal arts background and a strong professional education. You'll learn the basics of marketing, such as market research, market segmentation and targeting, consumer behavior, marketing strategy, the distribution of goods and services, pricing policies, promoting products communications, and marketing management. Topics you might study in more depth are product management and the development of new products to satisfy customer demand, effective customer service, global marketing, Internet marketing, and database management.

We encourage you to participate in field trips, experiential learning activities, and to develop your leadership skills through membership in student organizations like the KU Marketing Club.

Career Paths in Marketing:

Marketing is a practical, career-oriented major that requires analytical skills, logic and creativity. Typical marketing activities include:

- Determining the wants and needs of consumers,
- Developing products to satisfy customer demands,
- Communicating information about these products and services to prospective buyers
- Pricing products to reflect costs, competition, and the customer's ability to buy.
- Making products and services available at times and places that meet customers' needs, and
- Service and follow-up to ensure customer satisfaction.

While we generally think of marketing as a "business" activity and thus, employed by profit-seeking firms, it is also used extensively by non-profit organizations.

Primary Areas of Employment for Marketing Majors:

- Sales
- Customer Relations
- Purchasing/Procurement
- Retail
- Brand Management
- Market Research
- Advertising

Sales:

Sales has more job opportunities than in any other area, especially entry-level positions in personal selling. Personal selling is generally one of the highest paying careers right from the beginning. Sales people could choose to make sales a career and become a specialist in dealing with jobbers, chains, or vendors, selling a particular type of product, or in selling to specialized target groups such as independent grocers and hospitals. A second path is to become sales manager of a region or district, supervising sales representatives and managers under you.



Brand Management:

Brand or Product Managers are responsible for planning and directing the entire marketing program for a given product or group of products. A brand manager is involved in new product ideas and research, advertising, sales promotion, packaging decisions, pricing, inventory levels, sales, and the legal aspects of marketing a product.

Marketing Research:

Marketing Researchers provide a great deal of the information businesses need to make sound decisions about the marketing of their products. This involves analyzing data on products and sales, designing surveys, conducting interviews, preparing forecasts, and making recommendations on product design, advertising, pricing, and distribution.

Retail:

Retail offers a variety of positions, including sales, buying, distribution, and staff functions such as advertising and marketing research. Entry-level jobs may involve some sales work, moving up to assistant buyer and then buyer, with control over types of merchandise displayed, nature of promotions, and even price levels.

Advertising:

Advertising has several entry-level positions. One can begin as a media buyer, copywriter, or assistant account executive. After a year or two in one of these positions, you may become a junior or assistant account executive doing analytical work and having moderate client contact. As you move to account executive, account supervisor, management supervisor, and various agency principal positions, the responsibility increases and the workload involves strategic planning and implementation in a highly competitive, fast-paced environment.

Typical Positions/Areas in Marketing Include:

- Account Representative
- Customer Services Representative/Manager
- Internet Marketing Specialist
- Business Development Officer
- Market Manager
- Brand/Product Manager
- Market Research Specialist
- Purchasing Agent
- Consumer Affairs
- Merchandising
- Inside Sales
- Research Analyst
- Retail Manager
- Sales Representative
- Marketing Assistant

Typical Employers in Marketing Include:

- For-Profit and Not-for-Profit organizations
- Consumer products groups
- Financial services firms
- Advertising firms
- Market research firms
- Consulting firms
- Public relations organizations
- Educational groups
- Government institutions
- Print and electronic media
- Department stores, drugstores, specialty stores, super retailers, and other retail outlets
- Athletic organizations
- Manufacturers



General Tips for Students Considering a Major or Career in Marketing:

- Obtain experience through an internship or other relevant part-time or summer work.
- Conduct informational discussions with individuals from industry.
- Participate in a job shadowing experience through Jayhawks on the Job or a company visit through an End of Week Excursion. Both are programs coordinated through the BCSC.
- Attend the Marketing/Management/Sales Roundtable and Business Career Fair events each September.
- Join the Marketing Club, PRSSA, or other student organizations that will facilitate career exploration.
- Seek leadership opportunities on campus.
- Engage in professional networking to enhance employment prospects.
- Develop skills including: customer focus, problem solving, self-direction, team orientation, analysis, and research.

Companies Recruiting Marketing Majors at KU include:

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| • Aldi | • Federal Reserve | • Pioneer Services |
| • Altria (former Philip Morris USA) | • Bank of Kansas City | • RSM McGladrey |
| • Aramark | • Geico | • R.R. Donnelley & Sons |
| • AJ GallagherBuckle | • Hallmark Cards | • Service Magic |
| • Cargill | • HighPointe Financial | • Shaw Industries |
| • C.H. Robinson Worldwide | • Homescout Realty | • State Street |
| • Cerner Corporation | • Hormel Foods Corp | • Target Distribution Center |
| • Command Transportation | • Intouch Solutions | • Travelers |
| • Deloitte Consulting | • Koch Industries | • Unisource Document Products |
| • E&J Gallo Wineries | • LaSalle Bank | • University Directories |
| • Eli Lilly | • Liberty Mutual | • Waddell & Reed |
| • Embarq | • MarketSphere Consulting | • Wal-Mart Stores |
| • Enterprise Rent-a-Car | • Metlife | • Waterway Gas & Wash |
| • Epic Systems | • Moore Wallace | • Wells Fargo Financial |
| • Farmers Insurance Group | • OneOK Corp. | • Western Extralite |
| | • Payless ShoeSource | |
| | • Pepsi Bottling Group | |
| | • Phoenix International | |

* Companies listed reflect organizations running formal on-campus recruiting schedules for Marketing majors in the Business Career Services Center during the 2008-2009 and 2007-2008 academic years. Data does not include companies attending the career fair, companies posting jobs and internships through KU Career Connections, companies recruiting in other career offices at KU, or companies hiring recent KU Marketing grads through student-initiated efforts.

Salary Data for KU Marketing Graduates:

- **Range:** \$15,000-55,000 (2008-09) and \$26,000-48,000 (2007-08)
- **Average Salary:** \$43,020 (2008-09) and \$37,143 (2007-08)
- **Median Salary:** \$45,000 (2008-09) and \$36,000 (2007-08)
- **% of Students Seeking Employment who Accepted an Offer by Graduation:** 47% (2008-09) and 39% (2007-08)

Appendix:

Business Career Services Center | 1300 Sunnyside Ave. Rm. 125 | Lawrence, KS 66045 | (785) 864-5591 | www.business.ku.edu



Additional information on careers in marketing is available at the Business Career Services Center in 125 Summerfield. Students are encouraged to review the following resources:

Websites:

- www.marketingjobs.com – Careers in Sales & Marketing
- www.brandrepublic.com – Advertising, Marketing & PR Online
- www.marketingpower.com – American Marketing Association
- <http://stats.bls.gov/oco/home.htm> - Occupational Outlook Handbook, providing employment projections from the US Department of Labor on a range of careers in marketing.
- www.salary.com - Compensation information for various positions in marketing

Career Resources available through the Business Career Services Center:

Wet Feet and Vault are FREE online career libraries, enabling students to access up-to-date career information via the web, 24/7. Both libraries include company guides, industry guides, career guides, message boards, and more! Access Vault and Wet Feet through the Business Career Services Center website at www.business.ku.edu/bcsc

- Wet Feet - Available to UNDERGRADUATE Business students. www.business.ku.edu/wetfeet
Username is "kansas", password is "jayhawk".
- Vault – Available to GRADUATE Business students. Password is "jayhawk"

CareerLeader-College:

CareerLeader-College is an integrated approach to business career self-assessment. The self-directed web-based career tool was developed at Harvard and is used by top business schools globally to help students guide their careers. Students may set up a CareerLeader-College account in the BCSC for \$20 (the amount BCSC pays to obtain an individual license from the vendor). Students completing the online assessment will receive individualized printable reports for the following:

- Business Career Interest Inventory – defining your career INTERESTS
- Management & Professional Reward Profile – focusing your career VALUES and REWARDS
- Management & Professional Abilities Profile – thinking about your business SKILLS and the implications of your strengths and weaknesses for different business career paths

CareerLeader-College also provides Industry Sketches, describing all major business industries in detail, who the major corporations are, what they do, how they operate, and what kinds of business career paths they offer.

For additional information on careers in marketing see the Business Career Services Center in 125 Summerfield.

For information regarding degree requirements for the Marketing major, visit the Student & Academic Services office in 206 Summerfield.

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