

Career Information for Marketing

A College of Business Major

General Overview Information

The marketing program is designed for students to develop marketing skills, insights, and strategies. Students explore such areas as product planning and management, distribution, marketing research, retailing, advertising and promotion, consumer behavior, sales and sales management, customer services and satisfaction, and global marketing.

Do You Have These Characteristics?

Highly Motivated & Flexible · Creativity · Decisive & Assertive · Communication Skills
Exceptional Ability to Establish & Maintain Effective Personal Relationships with Clients

Salary Information Can Be Found At:

www.bls.gov/bls/blswage.htm

www.iseek.org

www.stcloudstate.edu/careerservices

What Can You Do?

- Advertising Account Executive
- Creative Director
- Global Marketer
- Media Director
- Promotions Specialist
- Product Development Manager
- Market Research Analyst
- Public Relations Manager
- Sales Manager
- Field Representative

Where Can You Work?

- Wholesale Trade Industry
- Manufacturing Firms
- Advertising Agencies
- Computer & Data Processing Services
- Public Relations Firms
- Printing & Publishing Agencies
- Radio & TV Broadcasting
- Management & Consulting Firms
- Educational Institutions
- Private Businesses & Industries
-and MORE!!

Resources

- SCSU Marketing – <http://www.stcloudstate.edu/mkbl/>
 - Occupational Outlook Handbook – <http://stats.bls.gov/oco/ocos020.htm>
 - Sales & Marketing Executives International – www.smei.org
 - American Advertising Federation – www.aaf.org
 - Public Relations Society of America – www.prsa.org
 - *Career Opportunities in the Nonprofit Sector*
 - *Handbook of Business & Management Careers*
 - *Hoover's Handbook of American Business*
 - *International Marketing Resource Guide*
 - *Internships with America's Advertising Agencies*
 - *Minnesota Business Directory*
 - *National Trade and Professional Associations*
 - *Opportunities in Marketing Careers*
 - *Opportunities in Retailing Careers*
 - *Resumes for Communications Careers*
 - *Sales Careers: The Ultimate Guide to Getting a High-Paying Sales Job*
 - *Sports Marketing*
 - *The Gold Book*
 - *The Resort Internship and Seasonal Employment Guide*
 - *The Sports Internship Book*
 - *Top Careers for Business Graduates*
 - *WOW! Resumes for Sales and Marketing Careers*
- (Books are available at SCSU Career Services Center)*