

## What can I do with a major in **MARKETING** from Valparaiso University?

---

### Description of major:

Marketing is concerned with determining the need for goods and services and their development, price, promotion, and distribution. The focus of marketing is on value creation through ethical decision making. The marketing major gives a broad preparation for a wide range of business positions both in industry and not-for-profit organizations.

### Relevant skills for a MARKETING major:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>◆ Adapt well to different situations and show flexibility</li> <li>◆ Analyze and interpret data</li> <li>◆ Ability to articulate thoughts well</li> <li>◆ Communicate effectively, both verbally &amp; in writing</li> <li>◆ Conduct &amp; apply the results of consumer research</li> <li>◆ Formulate program policies</li> <li>◆ Have effective interpersonal skills</li> <li>◆ Have quantitative skills</li> <li>◆ Hire and supervise staff</li> <li>◆ Influence &amp; persuade</li> <li>◆ Know marketing techniques</li> <li>◆ Listen effectively and interpret others' needs</li> <li>◆ Make sound &amp; ethical decisions</li> <li>◆ Manage &amp; direct people/programs</li> <li>◆ Manage time and resources</li> </ul> | <ul style="list-style-type: none"> <li>◆ Monitor the progress of a project</li> <li>◆ Negotiate staff policies/disputes</li> <li>◆ Persuade &amp; influence others</li> <li>◆ Plan &amp; administer budgets</li> <li>◆ Plan and prioritize tasks or problems</li> <li>◆ Prepare status reports</li> <li>◆ Provide leadership</li> <li>◆ Research business problems</li> <li>◆ Sell products or services</li> <li>◆ Show creativity</li> <li>◆ Solve problems</li> <li>◆ Supervise the work of others</li> <li>◆ Think critically</li> <li>◆ Understand consumer needs</li> <li>◆ Work well with people of different personalities and backgrounds</li> <li>◆ Work well within a team environment and others!</li> </ul> |
|---|---|

### Sample work activities for Graduates in MARKETING (some may require an advanced degree)

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Account Representative</li> <li>• Advertising Executive</li> <li>• Art Director</li> <li>• Bank Officer</li> <li>• Brand Manager</li> <li>• Buyer</li> <li>• Circulation Manager</li> <li>• Commercial Artist</li> <li>• Comparison Shopper</li> <li>• Consultant</li> <li>• Consumer Affairs Specialist</li> <li>• Consumer Credit/Loan Officer</li> <li>• Copywriter</li> <li>• Customer Service Manager</li> <li>• Development Officer</li> <li>• Direct Mail Specialist</li> </ul> | <ul style="list-style-type: none"> <li>• Director of Marketing</li> <li>• Distribution Manager</li> <li>• District Sales Manager</li> <li>• Entrepreneur</li> <li>• Event Planner</li> <li>• Financial Planner</li> <li>• Franchise Specialist</li> <li>• Fundraiser</li> <li>• Government Administrator</li> <li>• Grant Writer</li> <li>• Human Resources Manager</li> <li>• Import/Export Manager</li> <li>• Inside Salesperson</li> <li>• Insurance Agent</li> <li>• International Marketer</li> <li>• Internet Marketing Specialist</li> </ul> |
|---|---|

**Sample work activities for Graduates in MARKETING cont.  
(some may require an advanced degree)**

- Inventory Control Specialist
- Lobbyist
- Market Analyst
- Marketing Field Coordinator
- Marketing Planner
- Marketing Researcher
- Media Buyer/Analyst
- Merchandising Manager
- Packaging Specialist
- Product Analyst
- Product Manager
- Promotions Director
- Property Manager
- Public Relations Manager
- Real Estate Agent
- Research Analyst
- Retail Manager
- Sales Manager
- Sales Representative
- Specialty Advertising Distributor
- Store Manager
- Telecommunications Director
- Telemarketing Manager
- Television Shopping Channel Coordinator
- Wholesale Salesperson
- and others!

**Potential hiring institutions for MARKETING majors:**

- ◆ Advertising Agencies
- ◆ Athletic organizations: sports teams, venues, associations, etc
- ◆ Banks
- ◆ Chambers of Commerce
- ◆ Consulting firms
- ◆ Consumer Affairs Office
- ◆ Consumer Organizations
- ◆ Credit Unions
- ◆ Department of Commerce
- ◆ Distributors/wholesalers
- ◆ Educational Institutions
- ◆ Entertainment firms
- ◆ Film Companies
- ◆ Financial institutions
- ◆ Franchisees
- ◆ Franchisors
- ◆ Federal, State, & Local Government Agencies
- ◆ Hospitality firms: Hotels, Motels, Resorts, etc.
- ◆ Hospitals
- ◆ Industry
- ◆ Insurance Companies
- ◆ International Trade Commission
- ◆ Investment Firms
- ◆ Labor Unions
- ◆ Magazines/Newspapers
- ◆ Manufacturers
- ◆ Market Research Firms
- ◆ Media
- ◆ Nonprofit Organizations
- ◆ Public Relations Firms
- ◆ Publishing Companies
- ◆ Radio/TV Stations
- ◆ Retailers
- ◆ Transportation Firm
- ◆ Travel and Tourism Administration
- ◆ Wholesalers
- ◆ and others!

**Area of further education for MARKETING majors:**

- Advertising & Public Relations
- Business Administration/Management
- Education
- Electronic Commerce
- Entrepreneurship
- Finance & Banking
- Hospitality Management
- Human Resources Development
- Human Resources Management
- Insurance
- International Business
- Law
- Management Strategy & Policy
- Marketing
- Marketing Research
- Nonprofit Management
- Organizational Behavior
- Project Management
- Quality Management
- Quantitative Analysis
- Real Estate
- Travel & Tourism
- and others!

## **Sources of additional information for MARKETING majors:**

- ◆ VU College of Business Administration: <http://www.valpo.edu/cba/undergrad/marketing.php>
- ◆ Occupational Outlook Handbook: the US Bureau of Labor Statistics compiles information about various occupations, including the nature of the work, the job outlook, the earnings, and other relevant information. <http://stats.bls.gov/oco/home.htm>
- ◆ About.com: Careers in Marketing: News and information related to marketing. <http://marketing.about.com/mbody.htm>
- ◆ American Advertising Federation: protects and promotes the well-being of advertising through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. <http://www.aaf.org>
- ◆ American Association of Advertising Agencies: the national trade association representing the advertising agency business in the United States. <http://www.aaa.org/>
- ◆ American Marketing Association: the world's largest and most comprehensive professional society for marketers. Site includes a Career Center. <http://www.MarketingPower.com>
- ◆ Business Marketing Association: professional association for business-to-business marketers and communicators. <http://www.marketing.org/>
- ◆ Careers-in-business: information about careers in business. <http://www.careers-in-business.com>
- ◆ Direct Marketing Careers.com: serves the direct marketing industry. <http://www.directmarketingcareers.com>
- ◆ Market Research Association: promotes excellence in the opinion and marketing research profession. <http://www.mra-net.org>
- ◆ Marketing Classifieds: Sales, Marketing & Advertising careers nationwide. <http://www.marketingjobs.com>
- ◆ MediaRecruiter: features media and advertising sales positions nationwide. <http://www.MediaRecruiter.com>
- ◆ Nation Job: Marketing and Sales Job Page: Sales & Marketing positions <http://www.nationjob.com/marketing>
- ◆ National Association of Sales Professionals: benefits targeted at salespeople, employers, vendors, purchasers. <http://www.nasp.com/>
- ◆ National Retail Federation: conduct programs and services in research, education, training, information technology, and government affairs to protect and advance the interests of the retail industry. <http://www.nrf.com>
- ◆ Sales and Marketing Executives International: The worldwide association of professional sales & marketing managers. <http://www.smei.org>
- ◆ Sales Jobs: features jobs for sales professionals. <http://www.salesjobs.com>
- ◆ SalesHeads: online job board for sales and marketing people. <http://www.salesheads.com>
- ◆ Salespeopleusa.com: lists job opportunities for sales, sales management, marketing, customer service, and technical support personnel throughout the United States. <http://www.salespeopleusa.com/>
- ◆ SalesTrax: features sales and marketing jobs. <http://www.salestrax.com>
- ◆ Wall Street Journal Career Journal: articles, tips, job leads, etc. <http://www.careerjournal.com>

## **VU Career Center Resource Library Materials:**

- *100 Best Nonprofits to Work for*
- *Book of U.S. Government Jobs: Where They Are, What's Available, and How to Get One*
- *Career Opportunities in Advertising & Public Relations*
- *Career Opportunities in Banking, Finance, and Insurance*
- *Career Opportunities in the Sports Industry*
- *Careers for Financial Mavens & Other Money Movers*
- *Careers for Number Crunchers & Other Quantitative Types*
- *Careers for Travel Buffs & Other Restless Types*
- *Careers in Communications and Entertainment*
- *Chicago Creative Directory*
- *Directory of Graduate Programs in Human Resource Management*
- *Essays that Worked for Law Schools*
- *GMAT 2003*
- *Graduate Admissions Essays: Write Your Way into the Graduate School of Your Choice*
- *Graduate Schools in the U.S*
- *Guide to America's Federal Jobs*
- *Harvard Business School Guide to Careers in Finance*
- *Harvard Business School Guide to Careers in Management Consulting*
- *Harvard Business Schools Guide to Careers in Marketing*

- *Harvard Business School Guide to Careers in the Nonprofit Sector*
- *Job Surfing: Media and Entertainment*
- *LSAT 2006*
- *Opportunities in Banking Careers*
- *Opportunities in Customer Service Careers*
- *Opportunities in Direct Marketing Careers*
- *Opportunities in Financial Careers*
- *Opportunities in Fundraising Careers*
- *Opportunities in Government Careers*
- *Opportunities in Hotel & Motel Careers*
- *Opportunities in Human Resource Management Careers*
- *Opportunities in Insurance Careers*
- *Opportunities in International Business Careers*
- *Opportunities in Law Careers*
- *Opportunities in Property Management Careers*
- *Opportunities in Public Relations Careers*
- *Opportunities in Publishing Careers*
- *Opportunities in Real Estate Careers*
- *Opportunities in Recreation & Leisure Careers*
- *Opportunities in Retailing Careers*
- *Opportunities in Sales Careers*
- *Opportunities in Sports & Athletics Careers*
- *Opportunities in Technical Sales Careers*
- *Opportunities in Travel Careers*
- *Peterson's Game Plan for Getting into Business School*
- *Peterson's Game Plan for Getting into Graduate School*
- *Peterson's Game Plan for Getting into Law School*
- *Peterson's Graduate & Professional Programs, an overview*
- *Peterson's Graduate & Professional Programs in Business, Education, Health, Information Studies, Law & Social Work*
- *Resumes for Advertising Careers*
- *Resumes for Banking and Financial Careers*
- *Resumes for Business Management Careers*
- *Resumes for Communications Careers*
- *Undergraduate's Guide to Corporate Leadership Development Programs*
- *Vault.Com Career Guide to Investment Banking*
- *and others!*

**For more information about majoring in **MARKETING**, contact:**

James Stüch, Ph.D.  
 Area Coordinator for International Business  
 Associate Professor of Management/International Business  
 Urschel Hall 228  
 464-5403  
 Jim.Stuck@valpo.edu

**For more information about internships in the College of Business Administration, contact:**

Toni Bickerstaff  
 Internship Coordinator, College of Business Administration  
 Urschel 205  
 464-5208  
 Toni.Bickerstaff@valpo.edu

**For more questions about your career decisions, please make an appointment with a VU Career Counselor by calling 464-5005, stopping by the Career Center in Alumni Hall or e-mailing us at [Career.Center@valpo.edu](mailto:Career.Center@valpo.edu)**

---