



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

### **The Marketing Major at KU:**

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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:**

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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 other specializations, especially entry-level positions in personal selling. Graduates skilled in consultative selling skills generally enjoy relatively high levels of compensation and are in demand across a wide variety of industries (retail, business to business concerns, telecommunications, pharmaceuticals, etc.). A second path is to become sales manager of a region or district, formulating the sales strategy and supervising sales representatives. Finally, the bridging role of salespeople (between customer needs and company resources) often proves to be fertile training ground for rapid career advancement into other top management positions.



### **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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|--|----------------------------------|----------------------------|
| • AIG                                    | • Federal Reserve                | • PFSweb                   |
| • Acosta Sales                           | • Bank of KC                     | • Shaw Industries          |
| • American Airlines                      | • Hallmark Cards                 | • Sherwin Williams         |
| • Arthur J. Gallagher<br>Risk Management | • HR Block                       | • Sprint                   |
| • Atomic Transport                       | • Insight Global                 | • Strategic Value<br>Media |
| • Bank of Kansas City                    | • ISNetwork                      | • ThyssenKrupp<br>Elevator |
| • B.E. Smith                             | • Kansas City P&L                | • Toys R Us                |
| • Cerner                                 | • Koch Industries                | • Transworld Systems       |
| • Cintas Corporation                     | • Lockton Companies              | • Travelers                |
| • Commercial Appeal                      | • Magellan Midstream<br>Partners | • Union Pacific            |
| • Deloitte Consulting                    | • Mueller Industries             | • Wal-Mart Stores          |
| • E&J Gallo Wineries                     | • National Oilwell<br>Varco      | • YRC Worldwide            |
| • Farmers Insurance<br>Group             | • Payless ShoeSource             |                            |
|  | • PepsiCo                        |                            |

*\* Companies listed reflect organizations running formal on-campus recruiting schedules for Marketing majors in the Business Career Services Center during the 2013-2014 and 2012-2013 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:** \$30,000-65,000 (2013-2014) and \$20,000-56,000 (2012-2013)
- **Average Salary:** \$44,737 (2013-2014) and \$42,235 (2012-2013)
- **Median Salary:** \$44,500 (2013-2014) and \$43,500 (2012-2013)
- **% of Students Seeking Employment who Accepted an Offer by Graduation:**  
68% (2013-2014) and 64% (2012-2013)



### Appendix:

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](http://www.marketingjobs.com) – Careers in Sales & Marketing
- [www.brandrepublic.com](http://www.brandrepublic.com) – Advertising, Marketing & PR Online
- [www.marketingpower.com](http://www.marketingpower.com) – American Marketing Association
  - [https://archive.ama.org/Archive/Careers/Pages/AMA\\_C2C\\_Resource\\_Center.aspx](https://archive.ama.org/Archive/Careers/Pages/AMA_C2C_Resource_Center.aspx) : The AMA College2Career Resource Center
  - [https://archive.ama.org/archive/Careers/Pages/C2C%20Ask%20the%20Expert/Ask\\_the\\_Expert\\_EX.aspx](https://archive.ama.org/archive/Careers/Pages/C2C%20Ask%20the%20Expert/Ask_the_Expert_EX.aspx) College to Career Ask the Expert
- <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](http://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](http://www.business.ku.edu/bcsc)

- Wet Feet - Available to UNDERGRADUATE Business students. [www.business.ku.edu/wetfeet](http://www.business.ku.edu/wetfeet)
- Vault – Available to Business students [www.business.ku.edu/vault](http://www.business.ku.edu/vault)

### 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.



## What Can I Do With A Major In MARKETING?

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

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