



THE MARKETING MAJOR AT KU:

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.

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.
- Service and follow-up to ensure customer satisfaction.

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

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 a Friday Field Trip. Both are programs coordinated through the BCSC.
- Attend Marketing Night and the 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:

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

* 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: \$30,000-75,000 (2014-2015) and \$30,000-65,000 (2013-2014)

Average Salary: \$45,060 (2014-2015) and \$44,737 (2013-2014)

Median Salary: \$44,500 (2014-2015) and \$44,500 (2013-2014)

% of Students Seeking Employment who Accepted an Offer by Graduation:

64% (2014-2015) and 68% (2013-2014)

UPDATED SUMMER 2015