

WHAT CAN I DO WITH A MAJOR IN MARKETING?



Marketing has two main concentrations and an honors program. The first concentration is the **Standard Marketing Program, or Integrated Marketing Education (IME) Honors Program** within the Marketing major. The second concentration is the program's nationally-renown **Center for Sales Leadership**, which also has an opportunity for a Category Management focus. Overall, the Marketing Department offers a variety of courses within the major specifically designed to develop and sharpen students' skills to analyze and solve marketing problems. Successful marketing

requires the ability to know how and when to do research, how to analyze markets and behavior, and how to develop products and services that satisfy or even anticipate customers' needs. The purpose of the undergraduate program in Marketing is to prepare students for successful marketing careers by teaching them the knowledge and skills to identify marketing problems and develop solutions that meet customers needs.

To hear stories from alumni who studied in this area visit: ask.depaul.edu

I CAN GO INTO...

AND POSSIBLY WORK FOR...

DOING THIS CAN HELP ME GET THERE...

| CAREER AREAS | SAMPLE TASKS ON THE JOB | JOB SEARCH STRATEGIES |
|--|--|--|
| MARKET RESEARCH ANALYSIS AND MARKETING SPECIALISTS | | |
| <ul style="list-style-type: none"> Field Service Programs Survey Research Data Analysis Forecasting Evaluation Design Advertising Agencies | <ul style="list-style-type: none"> Prepare reports of findings, illustrating data graphically and translating complex findings into written text. Seek and provide information to help companies determine their position in the marketplace. Gather data on competitors and analyze their prices, sales, and method of marketing and distribution. Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand. Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data. | <ul style="list-style-type: none"> Get free training on statistical analysis software programs on Lynda.com and post your completion certificate on LinkedIn to show employers. Experience in sales and other areas of marketing might be useful. Gain experience with data entry and interviewing through part-time jobs, in depth volunteering, or course projects. |
| CONTENT MARKETING | | |
| <ul style="list-style-type: none"> Strategy Campaigns Content Planning Community Management Marketing and Promotions Blogging Copy Writing Online Customer Service | <ul style="list-style-type: none"> Compose descriptions of merchandise for posting to online storefront, auction sites, or other shopping websites. Determine location Compose images of products, using video or still camera, lighting equipment, props, or photo or video editing software. Upload digital media, such as photos, video, or scanned images to online storefront, auction sites, or other shopping websites. Develop or revise business plans for online business, emphasizing factors such as product line, pricing, inventory, or marketing strategy. | <ul style="list-style-type: none"> Develop skills important to this field including: communication, creativity, relationship building, and project management. Take courses in journalism, copy writing, and technology. Get familiar and comfortable in learning how to effectively manage negative press or crisis communications. Understand SEO & how to integrate it for searches in content. Research an industry of interest to learn about its social media presence. |

SAMPLE EMPLOYERS

- MillerCoors
- Anheuser Busch
- PepsiCo
- Leo Burnett
- BDO USA
- Navistar
- Salesforce
- Walgreens
- Wrigley
- C.H. Robinson
- 3M
- Newell Rubbermaid
- Chicago White Sox
- Target
- Ipsos
- Euromonitor
- Nielsen

SAMPLE JOB TITLES

- Category Manager
- Analyst
- Marketing Operations Associate
- Merchandise Planner
- Rotational Development Leadership Program
- Internal Marketing
- Consultant
- Digital Marketing Analyst
- Marketing Technology Coordinator
- Corporate Marketing Associate
- Media Associate



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CAREER AREAS

SAMPLE TASKS ON THE JOB

JOB SEARCH STRATEGIES

SEARCH ENGINE MARKETING (SEM)

- Incorporates Search Marketing Strategists (SEM)
- E-Commerce

- Goal is to improve the “organic” visibility in search engines, increase visitors and convert them into customers - at little to no cost.
- Collect and analyze website or webpage metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or pay per click.
- Learn how to identify appropriate Key Performance Indicators (KPIs) and report key metrics from digital campaigns.
- Assist in setting up or optimizing analytic tools for tracking visitors’ behaviors.
- Coordinate with developers to optimize website architecture, server configuration, or page construction for search engine consumption and optimal visibility.
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, sponsorship programs, email promotions, or viral marketing campaigns on social media websites.

- Be adept at learning new technology and tools quickly. Get free training e.g. Google AdWords, Google Analytics programs and post your completion certificate on LinkedIn to show employers.
- Volunteer to maintain social media for campus organizations.
- Get experience with social media platforms and back-end user analytics, e.g., Facebook, YouTube and Twitter e.g. bounce rate vs. exit rate.

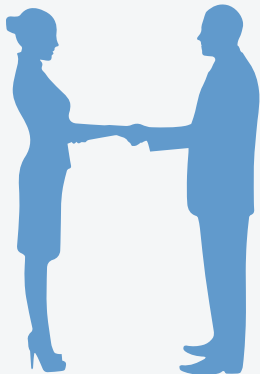


SALES MANAGERS

- Industrial Sales
- Consumer Product Sales
- Financial Services Sales
- Services Sales

- Resolve customer complaints regarding sales and service.
- Oversee regional and local sales managers and their staffs.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Determine price schedules and discount rates.
- Review operational records and reports to project sales and determine profitability.

- Develop strong communication skills and learn to work well on cross-functional teams.
- Be prepared to start in assisting roles and work your way up.
- Develop organizational skills and attention to detail to monitor inventory and compare products, prices, and markets.
- Forecasting skills are expected as buyers select merchandise that may sell six months later.



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CAREER AREAS

SAMPLE TASKS ON THE JOB

JOB SEARCH STRATEGIES

SALES AND PROMOTIONS

- Advertising Sales
- Corporate Sales
- Manufacturer Representation
- Direct Consumer Sales
- Customers Service
- Sales Management
 - Direct, Regional, Higher

- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- Recommend products to customers, based on customers' needs and interests.
- Answer customers' needs and interests.
- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Estimate or quote prices, credit or contract terms, warranties, and delivery dates.
- Consult with clients after sales or contract signings to resolve problems and to provide ongoing support.



- Obtain experience through internships or summer and part-time jobs.
- Seek leadership positions in campus organizations.
- Become highly motivated and well-organized. Learn to work well under pressure and to be comfortable in a competitive environment.
- Be prepared to work independently and to be self-motivated. Plan to work irregular and long hours.
- Cultivate strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships.
- Obtain sales and retail experience through part-time jobs and internships.
- Acquire analytical and mathematical skills to operate within a budget and to evaluate sales data including competitors'.

BUSINESS INTELLIGENCE ANALYST

- Analyze competitive market strategies through analysis of related product, market, or share trends.
- Communicate with customers, competitors, suppliers, professional organizations, or other to stay abreast of industry or business trends.
- Collect business intelligence data from available industry reports, public information, field reports, or purchased sources.
- Identify and analyze industry or geographic trends with business strategy implications.
- Generate standard or custom reports summarizing business, financial, or economic data for review by executives, managers, clients, and other stakeholders.
- Create business intelligence tools or systems, including design of related databases, spreadsheets, or outputs.
- Conduct or coordinate tests to ensure that intelligence is consistent with defined needs.

- Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.

