WHAT IS MARKETING?

- The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.
- Often the career path to top management is through marketing management. Why? Because marketing products and services is how companies generate revenues.
- Marketing involves the conception, promotion and physical distribution of goods and services to satisfy the economic needs of society.
- Marketing is an important area of activity in financial institutions, public utilities, and insurance and not-for-profit organizations.
- Representing more than 15% of all persons employed, marketing plays an ever-increasing role in our economy.
- Employment opportunities in any phase of marketing are varied, attractive and limitless.
- An education in marketing is broadening and cultural, as well as specialized.

PREPARATION

- Most employers prefer college graduates; high grades are considered important along with specific courses taken.
- Extracurricular college activities are often given considerable emphasis, as is part-time or summer employment.
- Generally, a master’s degree is preferred for marketing research and brand management.
- Most marketing positions require an outgoing personality, clarity of self-expression and skill in the area of human relations.
- Employers stress such qualities as personal motivation, initiative, drive and creativity.
- A high degree of analytical ability combined with the ability to identify and solve problems is required in marketing research and logistics.

CAREERS

Marketing is often divided along two lines and your career path could include parts of both:

**Sales:** Identify customer needs and help to deliver existing products and services to the customer.

**Marketing:** Assess customer wants and help to plan and promote products and services to satisfy those wants (often to well-defined groups of customers).

Sales and marketing both attract professionals who will perform many specialized functions and build expertise in many specialized fields and industries.

HIRING COMPANIES (a sampling of companies who have recruited marketing majors)

- Abercrombie & Fitch
- American Signature Inc.
- Cover My Meds
- Dish Network
- Dow Chemical
- Ford Motor Company
- Groupon, Inc.
- Kohl’s Corp
- Nestle USA
- Pepsi Co
- Procter & Gamble
- Sherwin Williams

SALARY (average salaries for 2018-2019)

- Full-time $52,065
- Intern $15/Average Hourly Salary

Explore a career in MARKETING
Review the Career Exploration by Academic Specialization PowerPoints. Each presentation covers career areas, sample job titles, career path, companies that hire this major, salary information, professional organizations and more.

fisher.osu.edu/offices/career-management/undergraduate-students/explore-careers

Check out the “From Orientation To Graduation” blog. The blog features student interns who post notes about their initial steps into the business world, the challenges they face as interns, and how they are applying their classroom theories and extracurricular activities to practice. “From Orientation To Graduation” is a great place to read about the experiences and contributions being made by a select group of undergraduate students. The blog also offers career related advice and tips throughout the year.

fisher.osu.edu/blogs/ug-career-mgmt

Enroll in Business Administration 2600 (offered spring semesters). This is a speaker series course with a focus on business enrichment for Fisher undergraduate students. While open to all business majors, this class is structured to benefit sophomores who are exploring the many fields of business study. During the course a variety of business and community leaders share their personal and professional life stories with a focus on their own challenges and successes.

Talk to people! Informational interviewing is a method of career exploration and a way of discovering jobs not publicly advertised. It is not the same as a job interview. Informational interviewing allows you to talk with people already in the industry you have targeted. By obtaining informational interviews, you have gained access to the “inside information” regarding career paths, alternate careers that will use your skills, and people to contact who may be looking for an employee like you.

Peer Career Coaches in the Office of Career Management and Peers Advisors in the Undergraduate Programs and Advising Office are students who are happy to talk with you and answer questions about their experience in selecting a specialization.

Get Involved! Student organizations are a great way to meet new people (alumni, employers, and peers) and to learn about specializations. There are over 30 student organizations in Fisher.

fisherosu.campuslabs/engage/

Review job descriptions in Handshake or on company websites. Job descriptions help you learn what skills and qualifications employers are seeking in candidates and the type of information you will be learning in a specialization.

Utilize the Occupational Outlook Handbook. For hundreds of different types of jobs the Occupational Outlook Handbook tells you: the training and education needed, earnings, expected job prospects, what workers do on the job, and working conditions. In addition, the handbook gives you job search tips, links to information about the job market in each state, and more.

bls.gov/ocoandsalesforcemanagement