Career Planning & Placement Office

Marketing

Career information
Marketing

Marketing is 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. It is an essential tool to any successful company because it creates a synergy to enhance the customers' understanding about one’s company, products and services.

What can I do with this major?

<table>
<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
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<tbody>
<tr>
<td>Advertising</td>
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<tr>
<td>Account manager</td>
<td>Advertising or marketing firm</td>
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<tr>
<td>Media planner/buyer</td>
<td>Agency/client</td>
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<tr>
<td>Copywriter</td>
<td>Profit and nonprofit corporations</td>
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<td>Promotions/event planner</td>
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<td>Banking</td>
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<td>Commercial lending</td>
<td>Commercial banks</td>
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<td>Branch management</td>
<td>Credit unions</td>
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<td>Operations</td>
<td>Savings and loan associations</td>
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<tr>
<td>Corporate marketing</td>
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<tr>
<td>Brand manager</td>
<td>Private and public companies/corporations</td>
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<td>Product manager</td>
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<td>Director of marketing</td>
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<td>Customer relations</td>
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<td>Customer service</td>
<td>Businesses providing products or services to</td>
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<td>the public or to other organizations</td>
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<td>Research</td>
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<td>Market research</td>
<td>Management, scientific and technical consulting firms</td>
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<td></td>
<td>Insurance companies</td>
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<td>Corporations</td>
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## Salary data

According to the Midwest ACE Recruiting Trends in 2012 the average national salary for marketing majors obtaining their undergraduate degree is $38,874.

## Career options

The following list contains a representative sample of specialist areas of former graduates with a marketing major. Use this as an idea list and remember that it represents some, but certainly not all of the careers you might consider with a marketing degree.

It is highly recommended that you obtain a marketing internship while you are still enrolled as a student. The majority of entry-level marketing positions are filled by previous interns at the organization.

Some specialist areas listed require education beyond a bachelor’s degree.

<table>
<thead>
<tr>
<th>Retail</th>
<th>Sales</th>
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<tbody>
<tr>
<td>Buyer Merchandising Store management</td>
<td>Department and discount stores Super retailers</td>
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<td>Industrial sales</td>
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<td>Consumer product sales</td>
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<td>Financial services sales</td>
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<td>Services sales</td>
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<td>Advertising sales</td>
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<td>Profit and nonprofit organizations</td>
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<td>Product and service organizations</td>
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<td>Manufacturers</td>
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<td></td>
<td>Financial companies</td>
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<td>Insurance companies</td>
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</tbody>
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- Advertising and branding
- Database marketing
- Direct marketing
- Events planning
- Global marketing
- Internet marketing
- Market research
- Sales
- Promotions
- Public Relations
- Retailing

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Wayne State University
School of Business
Local advertising agencies

- Berline
- Brogan & Partners Convergence Marketing
- Doner
- Valassis
- Team Detroit
- Campbell Ewald
- The Mars Agency
- McCann Erickson
- Trademark Productions
- Dialog Direct
- Driven Solutions
- Enlighten
- Frontier 3 Advertising
- GlobalHue
- Moncur
- Pure Energy Advertising
- Starcom Mediavest Group
- Vibrant Media
- Visual Impact

Local market research companies

- J.D. Power & Associates
- Gongos Research
- Arbor Advisors, LLC
- Ducker Worldwide
- ForeSee
- Intellitrends
- Market Strategies International
- Martec Group
- Optimization Group
- RDA Group
- Second to None

Top marketing and advertising companies by sales

- Omnicon Group
- Interpublic Group
- Scholastic Corporation
- Ogilvy & Mather
- Monster Worldwide Inc.
- Servco Pacific Inc.
- Vertis, Inc.
- Security Benefit Group
- Autotrader.com, Inc.
- Hodes
- MDC Partners
- Saatchi & Saatchi
- Barkley
- Moroch Partners

Organizations and associations

- American Marketing Association, ama.org
  WSU student chapter: WSUAMA@gmail.com
- American Academy of Advertising, aaasite.org
- American Advertising Federation, aaf.org
Related websites

**Careers in Marketing** • careers-in-marketing.com
Offers free information on key careers in business

**About Marketing** • marketing.about.com
Information on how to be successful in marketing

**Occupational Outlook Handbook** • bls.gov/ooh
A publication of the U.S. Bureau of Labor Statistics

**Marketing Jobs** • marketingjobs.com
Online database of positions in marketing

**Indeed** • indeed.com
Reputable job search site with the option to select industry and specialization in various locations

**WayneBizCareers** • www.waynebizcareers.com
Exclusive to WSU Mike Ilitch School of Business students and alumni

**Intern in Michigan** • www.interninmichigan.com
Identify internship opportunities with organizations throughout Michigan

Mike Ilitch School of Business contact

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