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.

Hiring Trends and Salaries

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

Tips from Employers
## What Can I Do With This Major?

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<tr>
<th>Areas</th>
<th>Employers</th>
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<tr>
<td><strong>Advertising</strong></td>
<td>Advertising or marketing firm</td>
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<td></td>
<td>Agency/Client</td>
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<td></td>
<td>Profit and nonprofit organizations</td>
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<tr>
<td>Account Manager</td>
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<tr>
<td>Media Planner/Buyer</td>
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<td>Copywriter</td>
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<td>Promotions/Event Planner</td>
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<td><strong>Banking</strong></td>
<td>Commercial banks</td>
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<td></td>
<td>Credit unions</td>
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<td></td>
<td>Savings and loan associations</td>
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<tr>
<td>Commercial Lending</td>
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<tr>
<td>Branch Management</td>
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<td>Operations</td>
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<tr>
<td><strong>Corporate Marketing</strong></td>
<td>Private and public companies/corporations</td>
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<td>Brand Manager</td>
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<td>Product Manager</td>
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<td>Director of Marketing</td>
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<td><strong>Customer Relations</strong></td>
<td>Businesses providing products or services to the public or to other organizations</td>
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<tr>
<td>Customer Service</td>
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<tr>
<td><strong>Research</strong></td>
<td>Management, scientific, and technical consulting firms</td>
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<td>Market Research</td>
<td>Insurance companies</td>
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<td></td>
<td>Corporations</td>
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<tr>
<td><strong>Retail</strong></td>
<td>Department and discount stores</td>
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<tr>
<td>Buyer</td>
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<tr>
<td>Merchandising</td>
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<td>Store Management</td>
<td>Super Retailers</td>
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<tr>
<td><strong>Sales</strong></td>
<td>Profit and nonprofit organizations</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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<tr>
<td>Advertising Sales</td>
<td>Financial companies</td>
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<tr>
<td></td>
<td>Insurance companies</td>
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Specialist Areas

The following list contains a representative sample of specialist areas and job titles 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.

For all positions listed, 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.

- Advertising and Branding
- Database Marketing
- Direct Marketing
- Events Planning
- Global Marketing
- Internet Marketing
- Market Research
- Sales
- Promotions
- Public Relations
- Retailing

Related Web Sites

Job Listings:

WayneBizCareers
www.waynebizcareers.com
Exclusive to Wayne State University School of Business Administration students and alumni

Intern in Michigan
www.interninmichigan.com
Review and apply to internship opportunities at various organizations throughout Michigan

Marketing Jobs
http://www.marketingjobs.com
An online source that is exclusively used for searching Marketing positions

Indeed
www.indeed.com
Reputable job search site with the option to select industry and specialization in various locations
Career Planning & Information:

www.careers-in-marketing.com/
Offers free information on key careers in business

www.marketing.about.com
Offers information on how to be successful in marketing

www.stats.bls.gov/oco/ocos013.htm
Occupational Outlook Handbook: offers marketing job outlook information

Organizations & Associations:

American Marketing Association  
www.marketingpower.com
For information on joining the campus chapter, go to www.business.wayne.edu then Current Students then Student Organizations

American Advertising Federation  
www.aaf.org
For information on joining the campus chapter, go to www.business.wayne.edu then Current Students then Student Organizations

American Academy of Advertising  
http://www.aaasite.org/

WSU School of Business Administration Contacts

For questions about the Global SCM major:

Dr. John C. Taylor  
Associate Professor of Supply Chain Management  
Department Chair of Marketing and Supply Chain Management  
5201 Cass Avenue, Detroit, MI 48202  
300 Prentis Building, Wayne State University  
taylorjohn@wayne.edu

Want to get involved on campus?

American Marketing Association (AMA)- WSUAMA@gmail.com

American Advertising Federation (AAF)-

For additional career information and job/internship assistance:

Wayne State University School of Business Administration  
Career Planning and Placement Office  
5229 Cass Avenue/ 240 Rands  
313 577-4781 bizcareers@wayne.edu
### Local Advertising Agencies
- Berline
- Brogan & Partners
- Convergence Marketing
- Doner
- Valassis
- Team Detroit
- Campbell-Ewald
- Mars
- McCann Erickson
- Trademark Productions
- Budco
- Driven Solutions
- Enlighten
- Frontier 3 Advertising
- Global Hue
- Moncur Associates
- 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 Results
- Intellitrends
- Market Strategies
- Optimization Group
- RDA Group
- Second to None, Inc.
- The Martec Group

### Top Marketing & Advertising Companies by Sales
- Omnicom Group Inc.
- The Interpublic Group of Companies Inc.
- Proliance Energy, LLC
- Scholastic Corporation
- Ogilvy & Mather Worldwide, Inc.
- Monster Worldwide, Inc.
- Servco Pacific Inc.
- Vertis, Inc.
- Security Benefit Group, Inc.
- Autotrader Com, Inc.
- Bernard Hodes Group, Inc.
- MDC Partners Inc.
- Saatchi & Saatchi Advertising Group, Inc.
- Barkley Evergreen & Partners
- Moroch & Associates, Inc.