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.

Salary Trends in Marketing

<table>
<thead>
<tr>
<th>Marketing Career</th>
<th>Median Annual Salary*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Specialist</td>
<td>$61,290</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>$61,290</td>
</tr>
<tr>
<td>Advertising Manager</td>
<td>$123,450</td>
</tr>
<tr>
<td>Public Relations Manager</td>
<td>$101,510</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>$123,450</td>
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</tbody>
</table>


*The salary information listed is based on a national average, unless noted. Actual salaries may vary greatly based on specialization within the field, location, years of experience and a variety of other factors. National long-term projections of employment growth may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

What can you do with a degree in Marketing?

There are many directions students can take with a degree in Marketing. Students assume that marketing positions equal creative opportunities, however, many companies will outsource their creative projects to firms. Marketing can be very analytical; math is often a very important skill for those going into market research.

Did you know that the most common career for a recent marketing grad is sales? Many entry level jobs focus on sales in some way (account coordinator, business development manager, client services rep). Students should take advantage of these opportunities and not be afraid of these jobs. Some selling skills include being a problem solver, ambitious, team player, and good communicator. If you have selling skills, you will have the potential to continuously grow and move up and around within the company.

Tips from Employers, Faculty, and Students

“Students must start early to actively take steps to pursuing their career. They should consider attending events and getting at least one to two internships in their field to help them get a full time position upon graduation.” – WSU Marketing Department Chair

“More people then you may think believe that jobs are just going to find them, and few ever put in the time to apply for opportunities that WSU and other resources provide. It's like playing the lotto.....If you don't play, you can't win.”
– Marketing Alumni, Enterprise Program Management Consultant at Ford Motor Company

“Take your math and most of your marketing classes early. This will help prepare you for an internship. You should also meet with Career Planning and Placement to help you figure out what your next steps are and then connect with people within your network.” – Marketing Professor

“Get involved, get involved, get involved! Involvement in a student organization provides you with out-of-the classroom experience and networking opportunities that you otherwise would have never experienced. It sets you apart from other candidates in a job interview.” - Professional Development Trainee, Marketing, Robert Bosch

### What Can I Do With This Major?

<table>
<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertising</strong></td>
<td></td>
</tr>
<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 organizations</td>
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<tr>
<td>Promotions/Event Planner</td>
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<tr>
<td><strong>Banking</strong></td>
<td></td>
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<tr>
<td>Commercial Lending</td>
<td>Commercial banks</td>
</tr>
<tr>
<td>Branch Management</td>
<td>Credit unions</td>
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<tr>
<td>Operations</td>
<td>Savings and loan associations</td>
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<tr>
<td><strong>Corporate Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>Brand Manager</td>
<td>Private and public companies/corporations</td>
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<tr>
<td>Product Manager</td>
<td></td>
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<tr>
<td>Director of Marketing</td>
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<tr>
<td><strong>Customer Relations</strong></td>
<td></td>
</tr>
<tr>
<td>Customer Service</td>
<td>Businesses providing products or services to the public or to other organizations</td>
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<tr>
<td><strong>Research</strong></td>
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<tr>
<td>Market Research</td>
<td>Management, scientific, and technical consulting firms</td>
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<tr>
<td></td>
<td>Insurance companies</td>
</tr>
<tr>
<td></td>
<td>Corporations</td>
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<tr>
<td><strong>Retail</strong></td>
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<tr>
<td>Buyer</td>
<td>Department and discount stores</td>
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<tr>
<td>Merchandising</td>
<td>Super Retailers</td>
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<tr>
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<tr>
<td>Store Management</td>
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<tr>
<td>Sales</td>
<td></td>
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<tr>
<td>Industrial Sales</td>
<td></td>
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<tr>
<td>Consumer Product Sales</td>
<td></td>
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<tr>
<td>Financial Services Sales</td>
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<tr>
<td>Services Sales</td>
<td></td>
</tr>
<tr>
<td>Advertising Sales</td>
<td></td>
</tr>
<tr>
<td>Profit and nonprofit organizations</td>
<td></td>
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<tr>
<td>Product and service organizations</td>
<td></td>
</tr>
<tr>
<td>Manufacturers</td>
<td></td>
</tr>
<tr>
<td>Financial companies</td>
<td></td>
</tr>
<tr>
<td>Insurance companies</td>
<td></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 degree in marketing. Use this as an idea list and remember that it represents some, but certainly not all of the careers you might consider with a degree in marketing.

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
- Customer Service
- Database Marketing
- Direct Marketing
- Distribution
- Sales
- Events Planning
- Global Marketing
- Internet Marketing
- Market Research
- Promotions
- Public Relations
- Retailing
Related Web Sites

Job Listings:

Handshake

https://wayne.joinhandshake.com
Click on the blue Wayne State University Sign On box. Enter your WSU Academica ID and password. Update your account information and upload your resume.

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

http://www.indeed.com
Reputable job search site with the option to select industry and specialization in various locations.
Local Advertising Agencies

- Brandworks Detroit
- Brogan & Partners
- Campbell-Ewald
- Convergence Marketing
- Daniel Bryan Advertising
- Dialog Direct
- Doner
- Douglas Marketing Group
- Driven Communications
- Enlighten
- Global Team Blue
- Group 55 Marketing
- Mars
- McCann Erickson
- Perich Advertising
- Pure Energy Advertising
- Push 22
- Rebuild Group
- SMZ
- Trademark Productions
- Valassis

Top Marketing & Advertising Companies by Sales

- Autotrader Com, Inc.
- Barkley Evergreen & Partners
- BBDO
- Bernard Hodes Group, Inc.
- J. Walter Thompson Worldwide
- Leo Burnett
- MDC Partners Inc.
- Monster Worldwide, Inc.
- Moroch Partners Inc.
- Ogilvy & Mather Worldwide, Inc.
- Omnicom Group Inc.
- Quad/ Graphics Inc.
- Saatchi & Saatchi Advertising Group, Inc.
- Scholastic Corporation
- Security Benefit Group, Inc.
- Servco Pacific Inc.
- The Interpublic Group of Companies Inc.

Local Market Research Companies

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

Sales

- Aflac
- AT&T
- Dynamic Advisory Solutions
- Enterprise Rent A Car
- Information Systems Resources
- Letica Corporation
- Mass Mutual
- New York Life
- Producers Choice
- Prudential
- Search Optics
- Sherwin Williams
- State Farm Insurance
- Total Quality Logistics
- Travelers
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

Organizations & Associations:
American Marketing Association
American Advertising Federation
https://www.ama.org
www.aaf.org
For information on joining the campus chapter, For information on joining the campus chapter,
go to www.business.wayne.edu then Current go to www.business.wayne.edu then Current
Students then Student Organizations
Students then Student Organizations

American Academy of Advertising
American Advertising Association
http://www.aaasite.org/
https://www.aaa.org
For information on joining the campus chapter, For information on joining the campus chapter,
go to www.business.wayne.edu then Current go to www.business.wayne.edu then Current
Students then Student Organizations
Students then Student Organizations

WSU Mike Ilitch School of Business Contacts
For questions about the Marketing 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? - http://business.wayne.edu/organizations/

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

American Advertising Federation (AAF)

For additional career information and job/internship assistance:

Wayne State University Mike Ilitch School of Business
Career Planning and Placement Office
5229 Cass Avenue/ 240 Rands
313 577-4781 bizcareers@wayne.edu