

Marketing -- Career Resources

What can I do with a degree in Marketing?

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. ~ American Marketing Association.

Marketing can be your gateway to a great variety of careers in advertising, sales, banking, and industry. People with a Bachelor's Degree in marketing have gone on to hold the following positions:

Marketing Job-Related Titles		
Account representative	Management trainee	Claims adjuster/examiner
Salesperson	Consumer Affairs Specialist	Copy writer
Advertising sales agents	Inside salesperson	Product manager
Art director	Property manager	Commercial artist
Market researcher	International marketer	Direct mail specialist
Merchandising manager		

Bureau of Labor Statistics Information:

Advertising Sales Agents (<http://www.bls.gov/oco/ocos297.htm>)

- These professionals, also known as *account executives* or *advertising sales representatives*—sell or solicit advertising, including graphic art, advertising space in publications, custom-made signs, or television and radio advertising time.
- More than half of all advertising sales agents work in the information sector.
- These jobs are expected to grow about as fast as average.

Commercial Artists (<http://www.bls.gov/oco/ocos092.htm>)

- Artists employed by publishing companies, advertising agencies, and design firms generally work a standard workweek.
- During busy periods, they may work overtime to meet deadlines.
- These jobs are expected to grow about as fast as average. Marketing courses can help artists to sell their work.

Advertising, Marketing, Promotions, Public Relations, and Sales Managers

(<http://www.bls.gov/oco/ocos020.htm>)

- Keen competition for jobs is expected.
- College graduates with related experience, a high level of creativity, strong communication skills, and computer skills should have the best job opportunities.
- High earnings, substantial travel, and long hours, including evenings and weekends, are common. Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014.

Marketing Job Search/Listings Websites

American Marketing Association Marketing Jobs and Career Resources

(<http://www.marketingpower.com/content966.php>)

American Academy of Advertising Job Bank (<http://advertising.utexas.edu/AAA/jobbank.html>)

Association of International Product Marketing and Management Career Center

(<http://aipmm.com/html/career/>)

Business Marketing Association CareerLink (<http://careerlink.marketing.org/>)

Marketing Jobs (<http://www.marketingjobs.com/>)

MarketingHire.com (<http://www.marketinghire.com/>)

Professional Associations, Organizations, and List-servs

Academy of Marketing Science (<http://www.ams-web.org/>)
 Academy of Marketing (<http://www.academyofmarketing.info/>)
 American Academy of Advertising (<http://advertising.utexas.edu/AAA/home.html>)
 American Marketing Association (<http://www.marketingpower.com/>)
 Association for Consumer Research (<http://www.acrwebsite.org/>)
 Association for International Product Management (<http://www.aipmm.com/>)
 Business Marketing Association (<http://www.marketing.org/>)
 Direct Marketing Association (<http://www.the-dma.org/>)

Books and Print Resources

Student Development Office Career Services Collection:

Title	Author	ISBN	Year	Also Available At
Opportunities in Marketing		0-8442-1853-7	1999	CareerBookstore.com, Amazon.com
Career in Focus-Business		0-89434-3130	2000	CareerBookstore.com, Amazon.com
Great Jobs for Business Majors	Stephen Lambert	0-8442-4357-4	1996	CareerBookstore.com, Amazon.com

General Marketing Books at UNT Dallas Library:

Title	Author / Editors	Call Number	Year
Market Share Reporter		HF 5410.M35 2000	2000
Encyclopedic Dictionary of Marketing	Barbara R. Lewis & Dale Littler	HF 5415.B4552 1997 c.3	1997
SRDS The Lifestyle Market Analyst		HF 5415.33.U6 L54 2005 c.2	2005
The Lifestyle Market Analyst 2004		HF 5415.33.U6 L54 2004	2004

Other Suggested Titles:

Title	Author / Editor	ISBN	Year	Available From
The ad game : a complete guide to careers in advertising, marketing, and related areas	Judith A. Katz	0064635767	1984	UNT
The 6 imperatives of marketing: lessons from the world's best companies	Alan J. MacGrath	0814450423	1992	UNT
Careers in marketing	Lila B. Stair	0844244651	1995	UNT, netLibrary, Amazon.com
Opportunities in marketing careers	Margery Steinberg	0071448985	2006	UNT, Amazon.com
Real people working in sales & marketing	Blythe Camenson	0844247294	1997	UNT, Amazon.com
Wow! Resumes for Sales and Marketing Careers	Chuck Cochran and Donna Peerce	0070120218	1998	Amazon.com