

## MARKETING- Career Resource Guide

### Career Options

<b>Account Management</b>	Act as a liaison between the client and agency. Supervise the development of the advertising plan.
<b>Advertising</b>	Design media to promote a product which will increase market share.
<b>Brand/Product Management</b>	Manage product from design to sale.
<b>Market Research</b>	Research products in market, survey customers to gather information and report findings.
<b>Public Relations</b>	Serve as advocate for businesses, government agencies/departments, universities, hospitals and other organizations; strive to maintain positive relationships with the public.
<b>Retail Management</b>	Manage and operate a retail store. Own a franchise.
<b>Sales Representative</b>	Identify potential customers and market products to their needs.
<b>Telemarketing</b>	Conduct surveys and marketing via telephone.

### Business/Industry Job Titles

Account Representative	Marketing/Advertising Researcher
Art Director	Media Buyer
Brand/Product Manager	Media Director
Copywriter	Public Relations Director
Creative Director	Retail Manager
Database Marketer	Sales/Sales Manager
E Marketer	Telemarketer

### Periodicals of Interest

(Several of these resources may be found at the RMU Library.)

Advertising Age's Business Marketing  
Advertising and Promotion: An Integrated Marketing Communications Perspective  
Advertising and Sales Promotion Strategy  
AMA Handbook for Managing Business-to-Business Marketing Communications  
Careers in Marketing \*  
Ferguson's Careers in Focus- Advertising and Marketing \*  
Global Marketing Management  
How to Get a Dream Job in Pharmaceutical Sales \*  
How to Prepare a Marketing Plan: A Guide to Researching the Consumer Market  
Internet World Guide to One-to-One Web Marketing  
Marketing and Media Decisions  
Marketing and Research Today  
Marketing Engineering: Computer Assisted Marketing Analysis  
Marketing Management: A Strategic Approach with a Global Orientation  
Marketing News  
Marketing Research  
Marketing Research Essentials  
Opportunities in Sales Careers \*  
State of the Art Marketing Research  
Strategic Marketing for the Digital Age  
The Marketer's Guide to Successful Package Design  
Vault Career Guide to Sales and Trading \*

\* These books are available in the Career Center Library.

### Associations/Societies

Ad Council	<a href="http://www.adcouncil.org">www.adcouncil.org</a>
American Advertising Federation (AAF) *	<a href="http://www.aaf.org">www.aaf.org</a>
American Marketing Association *	<a href="http://www.ama.org">www.ama.org</a>
Business Marketing Association *	<a href="http://www.marketing.org">www.marketing.org</a>
DMA (Direct Marketing Association) *	<a href="http://www.thedma.org">www.thedma.org</a>
Hospitality Sales & Marketing Association International *	<a href="http://www.hsmai.org">www.hsmai.org</a>
International Association of Business Communicators *	<a href="http://www.iabc.com">www.iabc.com</a>
Marketing Research Association *	<a href="http://www.marketingresearch.org">www.marketingresearch.org</a>
Public Relations Society of America *	<a href="http://www.prsa.org">www.prsa.org</a>
Sales & Marketing Executives International, Inc. (SMEI) *	<a href="http://www.smei.org">www.smei.org</a>
The Association for Women in Communications *	<a href="http://www.womcom.org">www.womcom.org</a>

\* Contains employment listings

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## Career & Employment Websites

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Advertising & Media Jobs	<a href="http://www.nationjob.com/media">www.nationjob.com/media</a>
Bloomberg Businessweek	<a href="http://www.businessweek.com">www.businessweek.com</a>
Careers-in-Marketing	<a href="http://www.careers-in-marketing.com">www.careers-in-marketing.com</a>
Great Insurance Jobs.com	<a href="http://www.greatinsurancejobs.com">www.greatinsurancejobs.com</a>
Marketing and Sales Jobs	<a href="http://www.nationjob.com/marketing">www.nationjob.com/marketing</a>
MarketingJobs.com	<a href="http://www.marketingjobs.com">www.marketingjobs.com</a>
Occupational Outlook Handbook (OOH)- Search: - Advertising, Marketing, Promotions, Public Relations & Sales	<a href="http://stats.bls.gov/oooh">http://stats.bls.gov/oooh</a>
The Wall Street Journal- Careers Main	<a href="http://www.wsj.com/public/page/news-career-jobs.html">www.wsj.com/public/page/news-career-jobs.html</a>
Web Marketing Jobs.com	<a href="http://www.webmarketingjobs.com">www.webmarketingjobs.com</a>

**Note:** A helpful list of general job search websites is available on the Internet Tip Sheet at [www.rmu.edu/careercenter](http://www.rmu.edu/careercenter).

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## Selected RMU Academic, Professional & Leadership Organizations

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American Marketing Association	RMU Ad Club
First Year Student Mentors	RMU Investment Network
Office of Student Civic Engagement	Society for the Advancement of Management
Pre-Law Society	Sport Management Association
Public Relations Society	Student Program Board

The Current Students – Quick Links: Activities & Organizations section of [www.rmu.edu](http://www.rmu.edu) has a complete listing of student organizations.

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## Salary Information

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**2015 RMU Salary Survey:**                      **Mean:** \$37,800                      **Range:** \$35,000 - \$42,000

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## Bachelor-Level Internship Organizations

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Acosta Sales & Marketing	CBS Radio Pittsburgh	KDKA	Pgh. Zoo & PPG Aquarium
Advance Auto Parts	Chamber of Commerce	LANXESS	Pittsburgh Penguins
Aflac	Chemistry Communications	Legend Financial	Pittsburgh Pirates
Alzheimer's Association	Crohn's & Colitis Foundation	Leukemia & Lymphoma Society	Pittsburgh Steelers
American Eagle Outfitters	Cystic Fibrosis	Live Nation	PSSI Stadium
American Marketing Assoc.	Draeger Safety, Inc.	Make-A-Wish	Robert Morris University
Animal Friends	ESPN	Manchester Bidwell Corporation	Steel City Media
At Home Senior Services	Federated Investors	Marriott Hotels	T.J. Maxx
Bayer Center for Nonprofit Management	Finish Line	Mondelez International	The Sextant Group
Berkshire Hathaway	Forest City Enterprises	New Perspectives Communications	UPMC
BNY Mellon	Frank B. Fuhrer Wholesale	Northwestern Mutual	UPS
Brunner	Froggy/Keymarket	Pgh. Three Rivers Marathon	W. K. Merriman
	GNC		Whirl Publishing

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## Bachelor-Level Hiring Organizations

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<b>911 Emergency Telecom Co.-</b> Regional Account Manager	<b>Harrisburg Heat-</b> Sales Executive
<b>A.C. Coy-</b> Talent Acquisition Coordinator	<b>Mondelez International-</b> Management Development Associate
<b>Abercrombie &amp; Fitch-</b> Manager in Training	<b>Percheron LLC-</b> Billing Specialist
<b>Bloomingdales-</b> Merchant Assistant	<b>Pitt Ohio Express-</b> Market Development Representative
<b>BNY Mellon-</b> Trade Support Specialist	<b>Pittsburgh Airport Marriott-</b> Front Desk
<b>CDW-</b> Corporate Account Manager	<b>PNC-</b> Retail Banking Dev'l. Associate/Customer Service
<b>Cleveland Cavaliers-</b> Group Sales Account Executive	<b>PPM Realty-</b> Executive Coordinator
<b>ComDoc-</b> Account Manager	<b>Robert Morris University-</b> Admissions Counselor
<b>Crown Castle-</b> Licensing Administrator	<b>RR Donnelley-</b> Project Manager
<b>EMC-</b> Associate Inside Sales Representative	<b>rue21-</b> Merchandise Planning Assistant
<b>DFS Resources-</b> Leasing for Oil and Gas	<b>Saks Fifth Avenue-</b> Personal Stylist
<b>DICK'S Sporting Goods-</b> Supply Chain Analyst	<b>Schmidt Consulting Services-</b> Market Research Analyst
<b>Enterprise-</b> Management Trainee/Sales	<b>Smartlink, LLC-</b> Recruiter
<b>Eric Ryan Corporation-</b> Account Manager	<b>TE Connectivity-</b> Marketing Coordinator
<b>Fastenal Company-</b> Sales Associate	<b>The Berkebile Oil Company, Inc-</b> Marketer
<b>FedResults-</b> Government Account Representative	<b>The Sextant Group-</b> Marketing Coordinator
<b>GNC-</b> International Planogram Coordinator	<b>Thermo Fisher Scientific-</b> Marketing and Sales Specialist
<b>Grove Street Mgmt.-</b> Quality Assurance & Operations Associate	<b>TransCentra-</b> Processing Clerk
<b>HardyHarris Media &amp; Marketing-</b> Event Promotion	<b>UPMC-</b> Customer Service Representative