

Career Opportunities in Marketing

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Many Aspects to Marketing... and Many Employment Opportunities to Consider:

- Product or Brand Manager
- Advertising Account Executive
- Consumer Promotions Manager
- Interactive Marketing
- Marketing Communications
- Market Researcher
- Field Sales & Marketing

To name a few.....let's take a closer look

The Brand Manager

The **Brand Manager** is the “General Manager” of a product line, and responsible for all areas of the business:

- Marketing – advertising, pricing, packaging
 - Product Development
 - Sales
 - Finance – budget, Profit & Loss statement
 - Operations of the product line
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- Requires a portfolio of business skills

The Advertising Account Executive

The **Advertising Account Executive** works at an agency providing creative solutions for clients across advertising and promotions

- Creative type/driven environment
 - Manage the “client” relationship
 - Entry level jobs have to deal with lots of paperwork, logistics, etc.
 - Doesn't pay well early on, but good \$\$ comes later
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- Requires creative and management skills

The Consumer Promotion Manager

The **Consumer Promotion Manager** is responsible for developing and executing consumer promotion:

- Contests/sweepstakes
 - Seasonal packaging
 - Sampling events
 - Display designs
 - Sunday coupon Inserts
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- Requires a good balance of creative and project management activities

The Interactive Marketing Manager

The **Interactive Marketing Manager** role is skilled in web-capabilities and technology, including:

- Email – Used to communicate with sales force and customers
 - Webinars – Used to present words, pictures, concepts in real time across the globe
 - Web Sites – Used to sell to customers and supply information to sales force and customers
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- Requires web-savvy and familiarity with web technology

The Marketing Communications Associate

The **Marketing Communications Associate** is responsible for the communications and public relations efforts within a company – as related to:

- Product launches
 - Sales materials
 - Promotions/contests
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- Requires good business and writing skills

The Marketing Research Associate

The **Marketing Research Associate** engages in quantitative and qualitative data collection and analyses efforts, including:

- Ad Tracking
 - BASES (for new products)
 - Syndicated Data
 - Focus Groups
 - Surveys (web-based, telephonic)
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- Requires familiarity with market research methods, math and/or statistics, and ability to present that information for use in strategic decisions.

The Sales Associate

The **Sales Associate** is responsible for all aspects of selling the product, including:

- Building relationships with existing customers and developing new customers
 - Managing distribution for new products
 - Executing marketing programs
 - Developing and executing promotions
 - Getting merchandise stores or drug samples to docs
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- Requires self-motivation, as well as problem solving , communication, presentation and negotiation skills, a desire to be on the road visiting and working with clients.

The Marketing Major in 2010-11

REQUIRED:

Principles of Marketing – MKTG 3101

Consumer Behavior –MKTG 3208

Marketing Research – MKTG 3260

Marketing Planning and Strategy – MKTG 3362

+ 6 elective credits- MKTG/BUS/ECON (3000-4000 level)

Branding and Marketing Communications	Professional selling/sales management	Market Research and Analytics	Entrepreneurial Marketing	International/ Global Marketing
<ul style="list-style-type: none"> •Integrated MKTG Communications (MKTG 3625) •New Media Marketing Strategies (MKTG 3665) •Strategic Brand Management (MKTG 3757) 	<ul style="list-style-type: none"> •Professional Selling (MKTG 3452) •Sales Mgmt & Leadership (MKTG 3454) •Professional Practice in Marketing (MKTG 4891) 	<ul style="list-style-type: none"> •Database MKTG (MKTG 3661) •Business Database Systems (OPIM 3221) 	<ul style="list-style-type: none"> •Entrepreneurial Marketing (MKTG 3753) •Thinking, Acting, and Managing Entrepreneurially (MGMT 3230) •Innovation Accelerator 	<ul style="list-style-type: none"> •Global Marketing Strategy (MKTG 3370) •International Business Law (BLAW 3660) •Managerial Behavior in Cross-Cultural Settings (MGMT 3245) •Study abroad

Certificate in Professional Sales

Coursework for the Certificate in Professional Sales

- MKTG 3101 – Principles of Marketing
- MKTG 3208 – Consumer Behavior
- MKTG 3260 – Marketing Research
- MKTG 3362 – Marketing Planning & Strategy

- MKTG 3452 – Professional Selling
- MKTG 3454 – Sales Mgmt & Leadership
- MKTG 4891 – Professional Practice in Marketing

Suggestions for Electives and Minors

BUSN Electives

- Finance – FNCE 4306; FNCE 3451; ARE 3225

Recommended Minors

- Psychology, Communications, Journalism, Sociology, International Studies

Focus on Careers

- **Interactive Marketing:** ART 3130; COMM 3600; ISKM 3260; PSYCH 3502
- **Advertising & Brand Mgmt:** PSYC 3103; COMM 3100; COMM 4660
- **Marketing Research & Analytics:** GEOG 4500C; SOCI 3213C; STAT 3675QC
- **International Marketing:** ECON 3421; FNCE 3451; COMM 4460; MGMT 3225; PSYCH 2701
- **Sales:** COMM 3200; COMM 3450; PSYCH 2700; PSYCH 3600

Experiential Learning Opportunities

What counts as **experiential learning**?

- For credit internships in marketing
 - MKTG 4891 – Professional Practice in Marketing
 - Brian.Brady@business.uconn.edu
- Business-related work experience/internship
 - No UConn credit, but great experience
- School of Business Learning Initiatives
 - [edgelab](#)
 - [Financial Accelerator](#)
 - [Innovation Accelerator](#)
 - [Student Managed Fund](#)

Key Resume Building Experiences

Design an academic curriculum that develops skills in your areas of interest

Obtain relevant business experience

- Internships or Work experience

Join student organizations/activities, and volunteer

- Pi Sigma Epsilon and the UConn Marketing Society
- Personal interest (e.g., Habitat for Humanity; Student Government; Intramurals)

Differentiate yourself

- Study abroad
- Become an Honors Scholar
- Learn another language
- Create a minor area of study