Marketing involves the performance of activities that facilitate exchange, such as buying, selling, pricing, and transporting. Marketing uses strategies to appeal to final consumers for business organizations, nonprofit entities, and individuals. Careers in marketing typically begin with sales jobs and retail store management training, then progress (often with graduate study) to the management of functions like sales, advertising, distribution, market research, and purchasing. Generally, people who work in marketing develop research methodology, analyze data, conduct sales analysis, and develop marketing strategies. University of Wisconsin–Eau Claire offers a comprehensive major or a minor in marketing.

Typical interest and values of marketing majors:
- Uses intellectual curiosity and reasoning to search for new insights
- Likes variety
- Proficient in selling
- Can use persuasion
- Is creative
- Likes communicating with people

Knowledge and skills gained from studying marketing:
**Knowledge:**
A marketing major’s aptitude draws on functional knowledge including having an in-depth understanding of sales functions, understanding uses for modern technology in the selling process, and understanding the relationship between sales and other marketing variables.

**Skills:**
- Teamwork
- Ability to influence others
- Good interpersonal skills
- Good oral and written communication skills
- Good quantitative skills
- Persuading and negotiating
- Extracting important information
- Defining and analyzing needs
- Selling ideas or products
- Effectively implementing decisions
- Attending to details
- Setting and meeting deadlines
- Expressing and implementing ideas

Related student and professional organizations:
**Student:**
- American Marketing Association
- Beta Upsilon Sigma (BUS)
- Phi Beta Lambda (PBL)
- American Production and Inventory Control Society

**Professional:**
- American Association of Marketing
- Research Association
- National Retail Federation
- The Direct Marketing Association

Career fields related to marketing:
**Potential Employers:**
Marketing graduates can use their education in a variety of fields. In many cases, their positions closely relate to their personal career interests, work values, and transferable skills. Graduates interested in art, for example, can pursue a career with advertising agencies, consulting firms, entertainment firms, franchises, government, and wholesalers.

**Potential Job Titles:**
Account Representative
Market Researcher
Advertising Manager
Telemarketing Director
Purchasing Agent
Research Analyst
Media Planner
Marketing Coordinator
Business Analyst
Comparison Shopper
Promotions Director
Brand Manager
Distribution Manager
Marketing Planner
Recruiter
Graphic Designer
Sales Associate
Recruiting Supervisor
Financial Representative Non-Profit Fundraiser  
Customer Service Representative  
Marketing Communications Supervisor  
New Product Representative  

Jobs you Might also Consider...
Advertising Copywriter Fund Raiser  
Buyer, Retail Store Fashion Coordinator  
Inventory Control Specialist Technical Writer  
Consumer Loan Officer Property Manager  
Urban/Regional Planner Budget Analyst

Sample entry level jobs held by UW-Eau Claire marketing graduates:
- Assistant Manager, Walgreens, Minneapolis, MN  
- Sales-Call Center, Time Warner, Appleton, WI  
- Business Development Analyst, Western Dairyland, Eau Claire, WI  
- Marketing Director, Women’s Care of Wisconsin, Appleton, WI  
- Regional Director of Field Marketing, Hyatt Hotels Corporation, MN  
- Graphic Designer, Actuant, Butler, WI  
- Intern, Minnesota Wild, St. Paul, MN  
- Digital Media Analyst, Gokart, Minneapolis, MN  
- Technical Recruiter, Oxford International, Waunakee, WI  
- Proposal Writer, Optum Health, Eagan, MN

Learn more about marketing:  
Department  
- Contact UW–Eau Claire’s Department of Management and Marketing, SSS 400D, 836-3677

Getting started at Career Services:
- Meet with a career counselor  
- Take interest inventory and self-assessment tests  
- Utilize Blugold Career Success Network, a database of UW–Eau Claire alumni & friends available for informational interviewing  
- Utilize Blugold CareerLink, an online job search database specifically for UWEC students and alum

Resources at Career Services:
Yellow Section-  
- Sigi 3 handouts:  
  - Marketing  
  - Fund Raiser

Orange Section-  
- Internship information pertaining to marketing

Blue Section-  
- “Hoover’s Handbook of American Business”  
- “Job Opportunities in Business”  
- Multiple resources to help you build a resume and cover letter for a career in marketing

Opportunities to enhance skills in marketing:  
Internships  
Internships are a way to gain hands-on experience in a position that you may be considering as a potential career. To find an internship in marketing, visit Career Services (Schofield 230) and speak with a career associate. Contact your adviser or the Department of Management & Marketing chair about enrolling in MKTG 398 or 498 to obtain academic credit for your internship.

Directed Studies or Independent Study Class  
By participating in a directed studies or independent study class, students will be able to research an area that they find particularly interesting. Contact your adviser about enrolling in MKTG 399, 495, or 499.

What you can do now:
- At your local job, ask your supervisor if you could work in the marketing department or on a marketing committee.  
- Work as a teaching assistant for a marketing professor.  
- Volunteer to assist a small business or nonprofit organization with their marketing to learn the business.  
- Volunteer to assist student organizations you are involved in with marketing events.