

The marketing industry is rapidly growing as a result of the demand and expansion of the global economy. Those employed in this field monitor trends and promote products and services offered by firms. Responsibilities also include overseeing product development and pricing strategies to help maximize profits and market share while ensuring that the firm's customers are satisfied.

## What type of career can I have with this major?

Since this major is so comprehensive, you will have a variety of excellent employment opportunities.

- Advertising Account Executive
- Advertising Sales Agent
- Advertising Production Manager
- Booking Agent
- Brand Manager
- Category Manager
- Competitive Intelligence Analyst
- Hotel/Restaurant Manager
- Insurance Agent/Broker
- Market Research Analyst
- Marketing Communications Analyst
- Marketing Specialist
- Merchandise Manager
- Promotions Director
- Public Relations Manager
- Retail Store Buyer
- Sales Manager
- Survey Researcher

## Where can I work?

This profession provides you with a choice of various work environments including government agencies, non-profit organizations, for-profit agencies, and public and private companies.

- Advertising Companies
- Banks
- Booking Agencies
- Business Firms
- Colleges and Universities
- Computer Industries
- Government Agencies
- Insurance Companies
- Management Consulting Firms
- Market Research Firms
- Radio/Television Stations
- Retail Stores
- Travel/Transportation Industries

## What type of professional organizations and resources are available in this industry?

There are many professional organizations that offer resources, articles, job opportunities, training and conference information. We suggest you visit each organization's website to gather more information and contacts in your field.

- Advertising Research Foundation
- American Advertising Federation
- American Association of Advertising Agencies
- American Marketing Association
- Council for Marketing and Opinion Research
- Direct Marketing Association
- Institute for Supply Management
- National Retail Federation
- Public Relations Society of America

## What type of marketing program does San Diego Mesa College offer?

The program at San Diego Mesa College focuses on all marketing aspects within large and small companies including merchandising, retailing, and wholesaling. Knowledge of these skills and tools will assist students seeking an entry-level marketing position upon graduation.

- Certificate of Achievement: Marketing
- Associate in Science: Marketing

*See college catalog for program descriptions, course titles, and areas of emphasis.*

### Associates Degrees/Certificates

#### Getting Started

- Step 1:** [Application](#) - Start by completing the online application for admission
- Step 2:** [Orientation](#) - Complete the online New Student Orientation (Flash player required)
- Step 3:** [Assessment](#) - Visit the Assessment office to learn about English and math testing
- Step 4:** [Advisement](#) - Complete the online First Semester Planning Workshop
- Step 5:** [Registration](#) - Register for classes

#### While You're Taking Classes

- |  |                      |                              |
|--|----------------------|------------------------------|
| Update your resume and craft a cover letter  | Attend job fairs     | Conduct industry research    |
| Look into volunteer/internship opportunities | Perform job searches | Think about transfer options |
- See the Transfer or Career Center for assistance*

### Transfer Options

#### Getting Started

- Join a professional marketing association as a student member
- Identify your intended major at the university(ies) you wish to apply by carefully looking at the program descriptions. This major is also known as: "Business Administration: Marketing"
- Map out where you want to transfer for your marketing Bachelor's degree

#### Exploring your Emphasis/Concentration

An emphasis provides marketing majors an opportunity to explore a concentration within a broad degree. Unit requirements vary by institution. Most times declaring an emphasis is optional. Here are a few different emphases offered at surrounding universities:

- Integrated Marketing Communications • Professional Selling and Sales Management • Advertising • Marketing Management

#### Education Planning

##### **Fall semester 1<sup>st</sup> year (1-15 units):**

- 1) Attend transfer workshops    2) Review articulation agreements    3) Map general education (GE) requirements  
4) Identify 4-year institutions to apply    5) Attend a Transfer Fair    6) Meet with a counselor

##### **Spring semester 1<sup>st</sup> year (16-30 units):**

- 1) Continue to attend transfer workshops    2) Check-in with a counselor to make sure your educational plan is on track    3) Seeking tutoring assistance in the academic skills center to keep your grades competitive

##### **Fall semester 2<sup>nd</sup> year (31-45 units):**

- 1) Submit admissions applications to 4-year institutions: Fall for CSU/UC; Early spring for private and out-of-state institutions    2) Identify deadlines and due dates for admissions transcripts and other documents

##### **Spring semester 2<sup>nd</sup> year (46-60 units):**

- 1) Identify deadlines and due dates for admissions transcripts and other documents    2) Submit your FAFSA between January 1<sup>st</sup>-March 1<sup>st</sup>.    3) Turn in your deposit and registration forms to the institution you decide to attend.  
4) Attend the transfer orientation event(s) at your new campus    5) Complete academic coursework and transfer!

#### While You're Taking Classes

- Update your resume
- Prepare a cover letter
- Complete an internship in marketing
- Build your network
- Maintain a strong GPA
- Hold a leadership position in a marketing club/society
- Find a mentor
- Conduct informational interviews with individuals in your desired position(s)
- Visit your Career Center as much as possible!