

Career Guide for Marketing Majors




Introduction






Thank you for reviewing this guide to career planning for Marketing majors. The Cohen Career Center is your partner in the educational process. We provide access to career development programs, services, connections, and resources, empowering you to pursue your post-graduate plans and navigate lifelong career changes. This guide offers specific strategies and resources for Marketing majors. The Cohen Career Center partners with the Mason School of Business to provide targeted career advising resources for business students. As career development professionals, all members of the Cohen Career Center advising team are accessible to students from all majors and career interests. In addition to this generalist role, our staff members are also responsible for unique career verticals and industry liaison roles.

Core Competencies for Marketing Majors

The National Association of Colleges and Employers (NACE) compiles research data from employers and recruiting professionals to determine the key career expectations for recent graduates. These core competencies are a list of skills desired by a majority of employers hiring candidates for internship and entry level roles across industries and functional areas. The following infographic provides specific detail for each of the eight core competencies.

As you build your resume, draft your cover letter, and prepare for interviews, consider the following competencies as they relate to your specific background and experience. Employers are looking for candidates with the ability to articulate and/or demonstrate these skills. In addition to these comprehensive skills, following are specific recommendations for opportunities to highlight your skills as a Marketing major to prospective employers.

NACE Competency	Definition:	As a marketing major:
 <p>Critical Thinking</p>	<ul style="list-style-type: none"> • Exercise sound reasoning to analyze issues • Make decisions, overcome problems • Obtain, interpret, and use knowledge, facts, and data 	<ul style="list-style-type: none"> • Collect and analyze findings in Principles of Marketing • Conceptualize and apply innovative marketing strategies to projects • Understand marketing terminology and implement related skills
 <p>Oral & Written Communication</p>	<ul style="list-style-type: none"> • Articulate thoughts and ideas clearly • Effectively communicate to persons inside and outside the organization • Demonstrates public speaking skills • Can write and edit written pieces 	<ul style="list-style-type: none"> • Explain marketing concepts and theories that are applied to projects • Communicate with team members, professors, and clients • Present projects to clients and classmates • Write marketing plans and analyses in Consumer Behavior
 <p>Teamwork & Collaboration</p>	<ul style="list-style-type: none"> • Ability to work with diverse cultures, races, ages, genders, religions, lifestyles & viewpoints • Build collaborative relationships with colleagues and customers • Negotiate and manage conflict 	<ul style="list-style-type: none"> • Collaborate with different people to come up with the best marketing solutions • Engaged in collaborative group work throughout time in the business core classes • Handle and mitigate disagreements between team members • Join a student organization like the Student Marketing Association (SMA)

 <p>Digital Technology</p>	<ul style="list-style-type: none"> • Select and use appropriate technology to accomplish a given task • Demonstrate effective adaptability to new and emerging technologies 	<ul style="list-style-type: none"> • Become fluent in using presentation software • Develop your digital proficiency by learning business application software in Computer Skills for Business or teaching yourself new platforms • Become familiar with using cameras to film video projects • Use other graphic or video editing programs to enhance projects • Learn more about the technical side of marketing in Advertising and Digital Marketing
 <p>Leadership</p>	<ul style="list-style-type: none"> • Leverage the strengths of others to achieve common goals • Use interpersonal skills to coach and develop others • Use empathetic skills to guide, motivate, organize, prioritize, and delegate work 	<ul style="list-style-type: none"> • Understand team dynamics by using listening skills • Organize project timelines to keep your team on track • Manage and delegate tasks to individual team members • Periodically connect with each team member for progress reports
 <p>Professionalism</p>	<ul style="list-style-type: none"> • Demonstrate personal accountability and effective work habits • Demonstrate integrity and ethical behavior • Acts responsibly with the interests of the larger community in mind 	<ul style="list-style-type: none"> • Produce your own individual tasks well and on time to support the overall goal of the team • Uphold the honor code and business ethics • Present yourself professionally as a future business leader
 <p>Career Management</p>	<ul style="list-style-type: none"> • Articulate skills, strengths, knowledge and experiences relevant to the position desired • Identify and explore career goals • Recognize areas necessary for professional growth 	<ul style="list-style-type: none"> • Understand your industry and keep up with industry news • Utilize the Cohen Career Center, Executive Partners, and professors • Recognize key skills to learn and opportunities to take outside of classes
 <p>Global & Intercultural Fluency</p>	<ul style="list-style-type: none"> • Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations & religions • Demonstrate openness, inclusiveness, sensitivity and respectful interactions 	<ul style="list-style-type: none"> • Understand different cultures and how marketing methods differ • Welcome different perspectives to obtain a fuller grasp of the related topic • Take Global Marketing as one of your electives or participate in the Global Business Minor

Marketing Divisions

Marketing is a broad term that is used to describe a variety of divisions. Different divisions of marketing may require specialized skill sets. In some roles you may work within one division and in others you may have a wider span of responsibilities. Do some research (utilize Vault Guides – available on TribeCareers - and talk to alumni in these divisions) to learn more about what each division entails and which are most interesting to you. Some of the areas that fall in the marketing sphere are listed below:

Advertising

Account Executive,
 Manager, Planner
 Creative- Graphic Design,
 Copywriter, Art Director

Brand Management

Communications
 Planning and Research
 Consumer Behavior
 Customer Service

Corporate Marketing

Digital Marketing
 Direct Marketing
 Event Planning
 Graphic Design
 Market Research
 Marketing Influencer
 Marketing Strategy
 Media Planning

Product Distribution

Product Management
 Public Relations
 Retail
 Sales
 Search Engine Optimization (SEO)
 Search Engine Marketing (SEM)
 Social Media Management

Employers

- Following are employers who have hired William & Mary students in marketing roles over the last few years. This list represents a small sample of the organizations where W&M students were hired. The average reported, first-destination salary for William & Mary Marketing graduates most recently was **\$58,450**.

<p>Allianz Worldwide Partners</p> <p>Axiom Global</p> <p>Berkeley Repertory Theatre Berkeley Research Group</p> <p>Bound Creative Cardinal Health</p> <p>C.F. Sauer</p> <p>Data Blueprint</p> <p>Delucchi Plus</p> <p>Disney ABC Television Group</p> <p>Edelman PR Epic</p> <p>Fuel Advertising</p> <p>Google Horizon Media Group IBM Kohl's</p>	<p>Lumber Liquidators Marriott International Merkle Microsoft</p> <p>Middlebury Interactive Languages</p> <p>Mondo Nordstrom Ogilvy & Mather Oracle Red Ventures TargetSmart Communications, LLC TEKSystems The John F. Kennedy Center for the Performing Arts The Latinum Network The Trade Desk The Walt Disney Company</p> <p>True Public Relations</p> <p>Univision Communications Inc. Weber Shandwick</p> <p>WorldStrides</p> <p>WTKR News Channel 3</p>
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Job Titles

<p>Client Manager</p> <p>Rotational Analyst</p> <p>Brand Analyst/ Innovation Specialist</p> <p>Development Coordinator</p> <p>Strategic Analyst</p> <p>Marketing Fellow</p> <p>Production Assistant</p> <p>Business Analyst</p> <p>Junior Data Analyst</p> <p>Client Services Manager</p>	<p>Account Executive</p> <p>Development Specialist</p> <p>Data Consultant</p> <p>Account Coordinator</p> <p>Entertainment Marketing Intern</p> <p>Project Manager</p> <p>Accounts Intern</p> <p>Account Executive</p> <p>Trading Analyst</p> <p>PR Assistant</p>	<p>Assistant Search Manager</p> <p>Associate Account Strategist</p> <p>Consultant</p> <p>Marketing Intern</p> <p>Associate Specialist</p> <p>Media/Marketing Specialist</p> <p>Paid Search Analyst</p> <p>Business/ Sales Development Rep</p> <p>Human Resources Intern</p> <p>Account Support Representative</p>
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Other Resources

Marketing Edge - Marketing EDGE is a national non-profit that helps college students develop the skills that employers are looking for.

American Advertising Federation - The American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, D.C., and acts as the "Unifying Voice for Advertising."

Marketing Sherpa - MarketingSherpa is a research firm specializing in tracking what works in all aspects of marketing (and what does not). You can find case studies, survey results, partnered research students, and a collection and analysis of "best of" research data on this site.

American Marketing Association – The pre-eminent force in marketing for next and best practices, thought leadership, and networking with marketing professionals.

O'Dwyers - News, rankings of PR firms, blogs, job postings and a monthly magazine

PR Week US - News, career center, blogs, case studies and salary surveys.

Other Resources Cont'd

Other Associations

- **Data & Marketing Association**
- **Insights Association**
- **Product Development and Management Association**
- **PR Council**
- **Public Relations Society of America**

Vault Guides- Available through TribeCareers, Forbes magazine calls Vault Guides CliffsNotes for Careers. Find out which industry and company is right for you.

Job Boards

These job boards are recommendations, and not maintained by the Cohen Career Center.

Name	Website	Description
American Marketing Association	http://jobs.ama.org/home/index.cfm?site_id=14810	The positions there range across many sub-specialties in marketing, and across many different industries.
Krop	http://www.krop.com/	Krop.com promises, " <i>the brightest minds at the best companies.</i> " This is the place to look if you are looking to fill creative marketing positions. Krop.com allows the employer to view candidate profiles to see if they will meet their company's needs.
Flex Jobs	https://www.flexjobs.com/	Job site for part-time or full-time flexible jobs, such as telecommuting or flextime, in 50+ categories, entry-level to executive.
Zip Recruiter	https://www.ziprecruiter.com/	Not just marketing specific, search this platform for access to over 8 million jobs.
Media Bistro	https://www.mediabistro.com/jobs	Mediabistro.com has more to offer than just job postings, they also provide news, resources, community events, and courses for both employers and jobseekers.
Marketing Hire	http://jobs.marketinghire.com/jobs	MarketingHire job postings appear on the job sections of various chapter websites of America's

		leading marketing associations and their jobs appear on MarketingHire's job board.
HooJobs	http://hoojobs.com/	Job board that brings together hiring companies with Public Relations, Communications and Social Media talent.
eMarketing Silo	http://www.emarketingsilo.com/	eMarketingSilo is a niche internet marketing job board, career site, and resume database for the internet/online marketing community.
American Advertising Federation	https://jobs.aaf.org/	The AAF has more than 200 local clubs across the U.S. representing nearly 40,000 advertising professionals, connecting and leading the industry. We're excited to help more than 5,000 college chapter members' kick start their careers with a 200+ college chapter network and an array of student programs.

Sample Resume Below

JORDAN SMITHFIELD

ABOUT ME

I am a creator who is always looking for new ways to innovate - whether that be in projects, teams, technology, and especially for clients.

EDUCATION

WILLIAM & MARY

Bachelor of Art

May 2021

GPA 3.2

Williamsburg, VA

RELEVANT COURSES

Consumer Behavior, Advertising and Digital Marketing, Decision-making through Data Visualization, Global Marketing

CONTACT INFO

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Email: jordan@reallygreatsite.com

Website: www.jordanswebsite.com

LinkedIn: [ejordansmithfield12](https://www.linkedin.com/in/ejordansmithfield12)

Address: 123 Anywhere St., Any City, State

SKILLS & TECHNOLOGY

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
 - Coding: Python, Java
- Microsoft: Word, PowerPoint, Excel, Outlook
 - Health: AED and CPR certified
- Social Media: Facebook, Twitter, TikTok, Instagram
 - Writing: creative, research, editorial, technical

RELATED EXPERIENCE

COMMUNICATIONS INTERN

ABC Studios, June - August 2019

New York, NY

- Wrote press releases for upcoming releases and distributed to regional and national news outlets
- Communicated relevant news to internal staff of over 1,500 employees utilizing the company intranet and Slack
- Created social media posts for Facebook, Instagram, and Twitter to publicize awareness campaign for upcoming programming
- Analyzed audience reach numbers for social media campaign to access impact, which resulted in an average reach of 10,000 customers

MARKETING CHAIR

Students for University Advancement, September 2018 - May 2019

William & Mary

- Managed team of five students focused on outreach to the campus community and engaging with initiatives of University Advancement and Senior Class Gift
- Created advertisements using Adobe suite with a with focuses on various targeted audiences
- Collaborated with team of 10 to plan events for students showcasing the impact of donor dollars, such as an undergraduate carnival, tag day, scholarship dollars day, and a student research symposium

ADDITIONAL EXPERIENCE

SALES ASSOCIATE

J Crew, June 2016 - Present

Fairfax, VA

- Greet customers and ensure clients' shopping experience is positive
- Manage fitting room by assisting clients with finding sizes, recommending items, maintaining cleanliness, and keeping inventory stocked on the sales floor
- Sell customers additional merchandise at point of sale to increase sales totals
- Recorded highest number of credit card approvals in a single shift

SUNNYVILLE CAMP

Counselor, July 2012 - August 2015

Herndon, VA

- Oversaw approximately 150 campers ages 12 - 16 for 6 weeks each summer
- Developed activities to foster community engagement and confidence building among campers
- Fostered safe and respectful conversations and interactions with kids of various backgrounds