

Explore a career in Marketing

WHAT IS MARKETING?

- The process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchanges that satisfy individual and organizational objectives
- Often the career path to top management is through marketing management. Why? Because marketing products and services is how companies generate revenues
- The conception, promotion and physical distribution of goods and services to satisfy the economic needs of society
- Plays an important area of activity in financial institutions, public utilities, and insurance and not-for-profit organizations
- Represents more than 15% of all persons employed, marketing plays an ever-increasing role in our economy

PREPARATION

- Generally, a master's degree is preferred for marketing research and brand management
- Most marketing positions require an outgoing personality, clarity of self-expression and skill in the area of human relations
- Employers stress such qualities as personal motivation, initiative, drive and creativity
- Analytical ability combined with the ability to identify and solve problems is required in market research and logistics

CAREERS

Marketing is often divided along two lines:

Sales: Identify customer needs and help to deliver existing products and services to the customer

Marketing: Assess customer wants and help to plan and promote products and services to satisfy those wants (often to well defined groups of customers)

Sales and marketing both attract professionals who will perform many specialized functions and build expertise in many specialized fields and industries.

HIRING COMPANIES (sampling of companies)

Abercrombie & Fitch • American Signature Inc. • Cover My Meds
Dow Chemical • Ford Motor Company • Groupon, Inc. • Kohl's Corp
Nestle USA • Pepsi Co • Procter & Gamble • Sherwin Williams

17th

ranked overall
marketing
program

\$57,628

average starting
salary

\$19

per hour
average
internship pay



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ACTION STEPS FOR STUDENTS EXPLORING SPECIALIZATIONS

TALK TO PEOPLE

Informational interviewing is a method of career exploration and a way of discovering jobs not publicly advertised. It is not the same as a job interview. Informational interviews allow you to gain “inside information” regarding career paths, alternate careers that will use your skills, and people to contact who may be looking for an employee like you..

PEER CAREER COACHES

Meet with a Peer Career Coach in the Office of Career Management and Peers Advisors in the Undergraduate Programs Office. They are students who are happy to talk with you and answer questions about their experience in selecting a specialization.

GET INVOLVED

Student organizations are a great way to meet new people (alumni, employers, and peers) and to learn about specializations. There are over 30 student organizations in Fisher.
fisherosu.campuslabs.com/engage/

REVIEW JOB DESCRIPTIONS IN HANDSHAKE OR ON COMPANY WEBSITES

Job descriptions help you learn what skills and qualifications employers are seeking in candidates and the type of information you will be learning in a specialization.

CAREER EXPLORATION BY ACADEMIC SPECIALIZATION POWERPOINTS

Each presentation covers career areas, sample job titles, career path, companies that hire this major, salary information, professional organizations and more.
fisher.osu.edu/offices/career-management/undergraduate-students/explore-careers

CHECK OUT THE "FROM ORIENTATION TO GRADUATION" BLOG

The blog features student interns who post notes about their initial steps into the business world, the challenges they face, and how they are applying their classroom theories and extracurricular activities to practice. The blog also offers career related tips and advice throughout the year.
fisher.osu.edu/blogs/ug-career-mgmt

ENROLL IN BUSINESS ADMINISTRATION 2600 (offered in Spring semesters)

This is a speaker series course with a focus on business enrichment. This class is structured to benefit freshmen and sophomores who are exploring the many fields of business study. During the course a variety of business and community leaders share their personal and professional life stories with a focus on their own challenges and successes.

Learn more at:
go.osu.edu/FisherAcademics



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