

# Fox School of Business

## Marketing & Supply Chain Management



CENTER FOR STUDENT PROFESSIONAL DEVELOPMENT (CSPD)

[www.sbm.temple.edu/cspd](http://www.sbm.temple.edu/cspd)

Fall 2010

### Marketing Career Update

#### FAQs

**Q: What career resources are available to me as a Fox School student?**

**A:** Your first stop is CSPD (the Center for Student Professional Development). CSPD is the career/professional development resource for undergraduate business majors. Our goal is to prepare students for entry into the professional business environment. This is accomplished through workshops, mentoring and internships that complement the content knowledge/tools taught in the classroom.

CSPD simultaneously offers a variety of services connecting students with employers, thereby

supplying regional employers with a diverse source of talent known for a strong work ethic.

An additional campus resource is the University Career Center. Located in Mitten Hall, the Career Center also provides a full complement of resources to assist you in making informed career choices and identifying career options.

**Q: Why does it seem like there are fewer jobs for Marketing majors and so many for Accounting?**

**A:** The recruitment process varies from industry to industry. It is typical for organizations to hire in mass in certain fields (e.g., accounting). Other

fields like Marketing do have entry-level opportunities, but they may be more limited in number. Remember, not all Marketing positions will say "Marketing" in the job title. You need to search through each position to see if the job responsibilities align with your interests/strengths. Also, if there is a company that you want to work for, it is appropriate to contact them and ask what opportunities they may have in Marketing.

**Q: What is FoxNet?**

**A:** FoxNet is CSPD's on-line career management system. Recruiters looking to hire Fox students post their jobs, internships and co-op positions here.

#### Typical entry-level job titles for Marketing grads

- ASSISTANT BUYER
- ACCOUNT MANAGER
- BUSINESS DEVELOPMENT ASSOCIATE
- MARKET RESEARCH ANALYST
- MARKETING/SALES REPRESENTATIVE
- MANAGEMENT TRAINEE
- PR ASSISTANT



#### Fact or Myth?

**FoxNet does not have many opportunities for Marketing majors...MYTH.** In 2009-10, Marketing was the #1 requested major by CSPD employers...exceeding both accounting and finance!

**Employers respond to every resume...MYTH.** Due to the volume of resumes received,

most employers respond only to candidates they are interested in interviewing

**Gaining experience is important...FACT.** Most employers expect relevant experience. Plan to do multiple internships while in school.

**All internships are un-**

**paid...MYTH.** Many internships pay; however, you still gain valuable experience from unpaid internships.

**Hiring organizations recruit all year-round...FACT.** Employers do not go on "break," so work on your job search throughout the year & regularly check FoxNet.

#### In this issue:

FAQS	1
FACT OR MYTH?	1
FOX SCHOOL RECRUITING ORGANIZATIONS	2
MARKETING ROTATIONAL PROGRAMS	2
SALARY INFO FOR MARKETING MAJORS	2

# Fox School of Business

“MANY EMPLOYERS USE THEIR INTERNSHIP PROGRAM(S) AS A FEEDER FOR FULL-TIME HIRING.”

## Organizations That Have Recruited Fox Marketing Students

ADP  
Aerotek  
AmerisourceBergen Corp  
ARAMARK Corporation  
Canon Business Solutions  
CIGNA  
Coldwell Banker  
Comcast Corporation  
Elsevier  
Fastenal Company  
General Mills  
Grant Thornton  
Group Two Advertising  
GSI Commerce  
Hajoca  
Hotwire Communications  
International Student Network

Johnson & Johnson  
Katz Media Group, Inc.  
LECG SMART  
Liberty Mutual  
Lincoln Financial Advisors  
March of Dimes  
McGraw-Hill Companies  
News America Marketing  
Northstar Travel Media, LLC  
Nouveau Concepts, LLC  
Ogilvy  
PA RealtyWorks  
Pepsi Co.  
Philadelphia Magazine  
Philadelphia Orchestra  
Philadelphia Zoo  
PlaySay, Inc.

PNC Financial Services Group  
Praxis Communications  
Procter & Gamble  
Progressive Business Publications  
QUAD656  
ReminderMedia  
SanDisk Corp  
SmartMark Communications  
Smith Barney  
Subaru of America, Inc.  
The Charmer Sunbelt Group  
The TJX Companies, Inc  
Ticketleap.com  
Tyndale USA  
Wells Fargo  
WMMR  
Yuengling Brewery

## Marketing Rotational Training Programs to Explore



[Marketing Leadership Development Program  
www.ameriprise.com](http://www.ameriprise.com)



[Retail Sales Leadership Program  
or  
Business Sales Leadership Development Program  
www.att.com/](http://www.att.com/)



[Commercial Leadership Program  
www.ge.com](http://www.ge.com)



[Mktg. Leadership Dev. Program  
www.emc.com](http://www.emc.com)



[Marketing/Customer Support Representative Dev. Program  
www.deere.com](http://www.deere.com)



[Marketing Leadership Development Program \(MLDP\)  
www.inj.com](http://www.inj.com)



[Customer Dev. Associate  
www.kimberly-clark.com](http://www.kimberly-clark.com)



[Communication Leadership Development Program  
www.lockheedmartin.com](http://www.lockheedmartin.com)



[Buying Exec. Dev. Program  
Product/Exec. Dev. Program  
www.macysinc.com](http://www.macysinc.com)



[Marketing Careers  
www.motorola.com](http://www.motorola.com)



[The Client Solutions Program  
http://en-us.nielsen.com/](http://en-us.nielsen.com/)

“YOUR SENIOR JOB SEARCH SHOULD START SEVERAL MONTHS BEFORE YOU GRADUATE.”

## Salary Information Reported by Fox Graduates

Fox School - Class of 2009

	25K - 29,999	30K - 34,999	35K - 39,999	40K - 44,999	45K - 49,999	50K - 54,999	55K - 59,999
Mktg. Majors	19%	30%	21%	6%	9%	11%	4%

Fox School - Class of 2008

	25K - 29,999	30K - 34,999	35K - 39,999	40K - 44,999	45K - 49,999	50K - 54,999	55K - 59,999
Mktg. Majors	8%	23%	18%	29%	13%	5%	5%