

MARKETING- Career Resource Guide

Potential Career Options

Below is a sample of related career options; for some, additional experience and/or further education may be helpful or required.

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| <p>Account Management Advertising Brand/Product Management Logistics/Supply Chain Market Research Public Relations</p> | <p>Act as a liaison between the client and agency. Supervise the development of the advertising plan. Design media to promote a product which will increase market share. Manage product from design to sale. Provide analyses, interpret data and manage the flow of goods and services. Research products in market, survey customers to gather information and report findings. Serve as advocate for businesses, government agencies/departments, universities, hospitals and other organizations; strive to maintain positive relationships with the public.</p> |
| <p>Retail Management Sales Representative Telemarketing</p> | <p>Manage and operate a retail store. Own a franchise. Identify potential customers and market products to their needs. Conduct surveys and marketing via telephone.</p> |

Sample Job Titles

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|--|---|--|
| <p>Account Executive Account Representative Associate Account Manager Associate District Manager Benefits Consultant Brand/Product Manager Business Analyst Intern Business Development Specialist Copywriter Creative Director CRM Analyst Customer Care Program Customer Service Representative Database Marketer Digital Marketing Specialist eMarketer Event Promotion/Assistant Executive Coordinator Field Sales Representative Government Account Representative Group Sales Account Executive Inside Sales Representative/Coordinator Insurance Sales Representative/Agent</p> | <p>International Logistics Coordinator International Planogram Coordinator Leadership Devl. Program Associate Licensing Administrator Logistics Coordinator Management Development Associate Management Trainee Manager/Manager in Training Market Development Representative Market Research Analyst Marketing and Sales Specialist Marketing Associate Marketing Coordinator Marketing Director Marketing Support Specialist Marketing/Advertising Researcher Media Buyer Merchandise Coordinator/Task Manager Operations Associate Outside Sales Representative/Trainee Production Assistant Program Coordinator Project Manager</p> | <p>Public Relations Director Quality Assurance & Operations Associate Realtor Recruiter Regional Account Manager Regional Sales Engineer Relocation Specialist Retail Banking Development Associate Retail Manager Sales Advisor Sales Analyst Sales Consultant Sales Coordinator Sales Support Sales/Marketing Associate Sales/Sales Manager Shift Supervisor Solutions Manager Supply Chain Analyst Talent Acquisition Coordinator Telemarketer Trade Support Specialist Travel Consultant</p> |
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Career Information Resources

Vault is a comprehensive career resource that includes industry and profession overviews; rankings and profiles for employers and internship programs; a job and internship database; career articles, blogs and videos; sample resumes, cover letters and interview questions; and over 100 career guides. A selection of the Vault Guides is listed below.

Vault Career Guide to:
 Advertising, Second Edition
 Market Research
 Public Relations
 Social Media, Second Edition

Vault Guide to:
 Marketing Jobs, Second Edition
 Operations and Logistics Jobs
 Real Estate Jobs
 Sales Jobs, Second Edition

Social Media Jobs, Second Edition
 Top Advertising and PR Employers

Refer to the [CSSPD website](#) for links to Vault, the Career Development Tip Sheets, and Handshake (jobs, career paths & events).

Associations/Societies

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| Ad Council | www.adcouncil.org |
| American Advertising Federation (AAF) * | www.aaf.org |
| American Marketing Association * | www.ama.org |
| ANA Data Marketing & Analytics | https://thedma.org |
| Hospitality Sales & Marketing Association International * | www.hsmai.org |
| Insights Association * | www.insightsassociation.org |
| International Association of Business Communicators * | www.iabc.com |
| Public Relations Society of America (PRSA) * | www.prsa.org |
| Sales & Marketing Executives International, Inc. (SMEI) * | www.smei.org |
| The Association for Women in Communications (AWC) * | www.womcom.org |

* Contains employment listings

Career & Employment Websites

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|---|---|
| Advertising & Media Jobs | www.nationjob.com/media |
| Bloomberg Businessweek | www.businessweek.com |
| Careers-in-Marketing | www.careers-in-marketing.com |
| Great Insurance Jobs.com | www.greatinsurancejobs.com |
| Marketing and Sales Jobs | www.nationjob.com/marketing |
| MarketingJobs.com | www.marketingjobs.com |
| Occupational Outlook Handbook (OOH)- Search: - Advertising, Logisticians, Marketing, Promotions, & Sales | http://stats.bls.gov/ooh |
| The Wall Street Journal- Careers Main | www.wsj.com/public/page/news-career-jobs.html |

Refer to www.rmu.edu/cpdc for a link to the Internet Tip Sheet (general job search websites) and Handshake (job postings and events).

Selected RMU Activities & Organizations

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| Ad Club | Public Relations Society |
| American Marketing Association | Society for the Advancement of Management |
| APICS (Association for Operations Management) | Sport Management Association |
| Hospitality & Tourism Management Association | Student Program Board |

The Students – Important Links: Activities & Organizations section of www.rmu.edu has a complete listing of student organizations.

Bachelor-Level Internship Organizations

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| Acosta Sales & Marketing | Crohn's & Colitis Foundation | LANXESS | Pittsburgh Penguins |
| Advance Auto Parts | Cystic Fibrosis Foundation | Legend Financial | Pittsburgh Pirates |
| Aflac | Don's Appliances | Leukemia & Lymphoma Society | Pittsburgh Steelers |
| Alzheimer's Association | ESPN | Live Nation | PSSI Stadium |
| Ambridge Regional Chamber of Commerce | Fastenal | Make-A-Wish | ServiceLink |
| American Eagle Outfitters | FASTER | Marriott Hotels | Sewickley Heights Golf Club |
| American Marketing Assoc. | Federated Investors | Marshall Marketing | SponsorUnited |
| Animal Friends | Finish First Sports Performance | McKesson Pharmacy Technology & Services | T.J. Maxx |
| At Home Senior Services | Finish Line | Mondelez International | The Education Partnership |
| Berkshire Hathaway | Forest City Enterprises | Nakturnal | The Sextant Group |
| Beyond Spots and Dots | GNC | Northwestern Mutual | Three Rivers Innovation |
| BNY Mellon | GrayMatter | Ohio Valley Hospital | UPMC |
| Brunner | Hobby Prodigy | OSIRIS Wellness and Day Spa | UPS |
| CBS Radio Pittsburgh | KBH Creative | Pgh. Three Rivers Marathon | W.K. Merriman |
| Chemistry Communications | KDKA | Pgh. Zoo & PPG Aquarium | Waste Management |
| | Kona Ice | | Whirl Publishing |

Bachelor-Level Hiring Organizations

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|---------------------------------|-------------------------------|-----------------------------------|
| 911 Emergency Telecom Co. | Eric Ryan Corporation | PNC |
| A.C. Coy | Fastenal | PPM Realty |
| Abercrombie & Fitch | FedResults | Rain For Rent |
| Acosta Sales & Marketing | Flower City Tissue Mills | Robert Morris University |
| Adecco | Gateway Health Plan | RR Donnelley |
| ADP | GNC | rue21 |
| Aflac | Gray Matter Systems | Schmidt Consulting Services |
| ALDI | Grove Street Management | Scout Logistics Corporation |
| American Eagle Outfitters | Hamilton Hills Personal Care | SDC Nutrition Inc. |
| American Income Life | HardyHarris Media & Marketing | SIC Marking USA |
| Aston Carter | Hiossen Implant | Software Specialists Inc. |
| Berkshire Hathaway HomeServices | iHeart Media Inc. | Symbiotries |
| Bloomberg BNA | JLP Logistics | TE Connectivity |
| BNY Mellon | JSfirm, LLC | The Atlas Group |
| Capstone Consultants | Liberty Mutual Insurance | The Berkebile Oil Company, Inc. |
| CDW | Liberty Travel | The Reynolds and Reynolds Company |
| Champion International | Mario Lemieux Foundation | The Sextant Group |
| Cigna | MECCO | The Walt Disney Company |
| Cleveland Cavaliers | Mediterra Bakehouse | Thermo Fisher Scientific |
| ComDoc | Mondelez International | TiER1 Performance Solutions |
| Crown Castle | NOAH'S Event Venue | UPMC |
| CVS Pharmacy | Pepsi Co. | Utility Service Partners |
| DICK'S Sporting Goods | Pitt Ohio Express | Verizon |
| Dimension Data | Pittsburgh Marathon (P3R) | Walnut Capital Management |
| EMC | Pittsburgh Pirates | Waste Management |
| Enterprise | PLS Logistics Services | Wilson-McGinley, Inc. |