



# Key Career Info: Marketing

## About the Industry Area

The field of marketing promotes a broad management perspective with a large variety of functions, companies, industries, and geographies, resulting in a variety of career pathways to choose from. Marketing is often categorized as Business-to-Business (B2B) marketing or Business-to-Consumer (B2C) marketing.

## Career Overview

- [Marketing Career Overview](#)
- [Marketing Career Info \(O\\*Net\)](#)
- [Advertising, Promotions, & Marketing Managers \(Bureau of Labor Statistics\)](#)
- [Market Research Analysts Occupational Outlook \(Bureau of Labor Statistics\)](#)
- [Sales Managers \(Bureau of Labor Statistics\)](#)

## Carlson School of Management Employment Data

- [Employment Reports](#)

## Student Involvement Opportunities and Resources

- [Student Clubs](#) (suggest - Carlson Marketing Network)
- [Organizational Partnerships](#)
- [Alumni Community](#)
- [Student and Alumni Profiles](#)
- [Case Competitions](#)
- [Career Resources](#)
- [Full-Time MBA Blog](#)

## Recruiting Context

### On-Campus

- [Marketing Careers](#)
- [TalentLink](#)
- [Resumes - Cover Letters](#)
- [Career Guide](#)
- [Careers](#)
- [Career Services](#)
- Recruiting is very heavy on fall semester side (both internship and full-time interviews are predominantly done in late September/early October)
- GBCC hosts many information sessions throughout the semester



- Attend the September and February Carlson School of Management career fairs as well as the University of Minnesota Job Fair in February

#### *How to Stand out in the Recruiting Process?*

- Meet with employers and recruiters through on campus events such as Corporate Reception, Info sessions, recruiter office hours, and student org presentations.
- Speak with recent alumni to learn about job responsibilities, their organization and the industry
- Show knowledge and preference for service line

## Professional Groups

- American Marketing Association-Minnesota Chapter
- American Marketing Association-National Chapter
- National Agri-Marketing Association
- Resources & Associations

## Additional Resources

- 5 Marketing Careers You Should Explore
- The Marketing Career Path
- Marketing Careers
- The Ultimate Marketing Careers Guide