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