



Major of the Month: Marketing

Have you ever wondered why you purchased a certain item or why you prefer one brand of tooth paste over another? Questions like these are dealt with everyday by those working in the field of marketing.

When most people think of marketing they first think of advertising. Few people, however, are aware of the many career opportunities available to someone in the marketing field. In fact, nearly one third of the United States workforce is employed in a marketing related field.

Marketing offers a wide range of career options within an organization and includes a wide range of responsibilities, making it an ideal path for those interested in management. Career choices include product development, product management, distribution management, public relations, retail management, and sales to name a few. Job seekers can find work in almost every industry including hospitals, sports organizations, banks, public relations firms and universities.

Courses Offered in Marketing

- | | |
|-----------------------------------|--------------------------|
| Marketing Principles and Strategy | International Management |
| Principles of Selling | Consumer Behavior |
| Services Marketing | Marketing Management |
| Advertising Theory and Practice | Marketing Research |
| Retail Management | |

Where are they now?

Recent LSSU Marketing Graduates have found work with...

- Shanty Creek Resort (Sales Manager)
- East Jordan Iron Works (Public Relations Director)
- Parks Canada (Marketing Communications Manager)
- Char-Em Intermediate School District (Marketing Director)
- Algoma Steel (Market Analyst)

Career Bits

Student Profile

Are you . . .

Intrigued by human behavior?

A people person?

Enthusiastic, flexible and decisive?

Self-motivated and like to see things get done?

Skills

Creativity

Ability to communicate with others both verbally and in writing

Flexibility

Computer and internet knowledge

Ability to work under pressure

Motivation

Job Outlook

Jobs in the marketing field are expected to grow rapidly. Job increases will be driven by the intense domestic and global competition in products available to consumers.

Salary Range

Starting: \$31,340-\$33,873

Median: \$58,000-\$63,610





Marketing

Are you interested in human behavior? Did you enjoy your classes in sociology and psychology? If you answered yes, you should consider a career in Marketing. Marketers are interested in anticipating customer needs and then creating products to meet those needs.

Careers in marketing deal with every aspect of the production process, from researching what customers want in a product, to developing that product and finally promoting its sales and tracking its progress in the marketplace.

Where will most of your work take place? Marketers spend much of their day in an office. The environment is usually charged with energy, depending on which marketing avenue you choose, because of the high creativity level needed for the job. Time is also spent in the field, conducting customer surveys and interviews.

For those interested in travel, some marketers spend much of their time attending trade conferences, meeting with national and regional office employees and visiting various dealers and distributors.

If you are interested in this major, stop by the School of Business, Economics and Legal Studies office, LBR 217, or Career Services, LBR 119A.

How about a Marketing Minor?

Are you interested in marketing, but not sure you want to declare it as your major? A marketing minor is also available. The minor requires a total of 21 credit hours.

Have you met your advisor yet?



Career Services crew serving fruit smoothies at Lakerpalooza

Career Services is the home for all academic advising for liberal arts undecided students. Come see us when you have a concern, question, or just want to visit about any issue in your life. We want you to succeed here at Lake State, and **we are always here for you!**

A couple of reminders:

- Check your mid-term grades. Discuss any problem with your advisor.
- Take a look at available courses for Spring 2007. Start to think about what you may want to take.
- Most of you will schedule during your USEM101 class with Mary Jo. If you do not have this class, plan to attend one of the open advising sessions listed below. At these sessions, we will discuss course options with you. You must attend a session to have your registration hold removed before you can schedule on November 9th.

**Group Advising Sessions for Liberal Arts Undecided Students:
November 6th at 1pm and 3pm
Library 333**

Mary Jo Meehan, advisor
Theresa Weaver, advisor

CAREER CHOICES

Market Researchers - Are concerned with the potential sales of a product/service. They gather statistical data using surveys, personal interviews and focus groups to examine prices, sales and methods of marketing and distribution.

Marketing Managers - Develop a firm's marketing strategy in detail. They determine the demand for their companies product/service and then identify a proper pricing strategy for the potential market. Managers also monitor new trends in order to create new products.

Sales Managers - Assist customers in finding the product/service that will solve their problems. They use the item's features and benefits in a convincing sales presentation to aid the customer in their buying decision.

Public Relations - These people direct publicity programs, using all sources of media, to a selected audience. They evaluate advertising and promotion programs to make sure they are all delivering the same message. They also act as the eyes and ears of upper management



Career Services

A division of Academic Services
Lake Superior State University
Library 119A
(across from the Learning Center)
906-635-2733
www.lssu.edu/careerservices
Hours: Monday-Friday 8am-5pm

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

~Albert Schweitzer~