

Career Guide

for Undergraduate Marketing Students
Robert H. Smith School of Business
University of Maryland
2010 - 2011

Discover!



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



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- *Marketing Alumni*
Teresa Baisi
Brianne Macy
Monisha Tripathi
Anna Volper
Stacie Winkelstein
- Bureau of Labor Statistics
- Wall Street Journal's Paths to Professions Series
- Various marketing online job bank entries
- BMGT 357 - Marketing internship data from 2005-2010
- www.careers.stateuniversity.com

Additional career guides to follow:

E-tailing

Exhibition Design

Marketing Consulting

Product Design

Public Relations Director

User Experience Design

November, 2010

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Maximizing your internship experience

1. **Try to do multiple internships in various marketing career paths**
 - a. Gives you a better understanding of what best suits your skills and aptitude set
 - b. Makes you more attractive to potential employers as you have a more comprehensive view of the marketing process
2. **Come prepared by reading up on the industry before starting the internship**

<http://www.ibisworld.com> has a wealth of up-to-date information about all industries
3. **Ask your supervisor intelligent questions such as:**
 - a. What websites, blogs, twitter accounts do you follow to stay abreast with trends in the marketplace, the industry, and general business happenings?
 - b. What do you like about your career path? Dislike?
4. **Be a sponge--soak up the experience through observation and participation**
5. **Dress like your supervisor, not a college student**
 - a. Send your shirts to the laundry so that you show up in freshly-pressed shirts--a real bargain that will give you a professional look
 - b. Appropriate necklines and hemlines--look around the office and mirror what others with more responsibility in the firm are wearing
 - c. Don't wear flip-flops or noisy sandals
6. **Prepare to learn a new vocabulary for the industry**
 - a. Ask for clarification on terms that you don't know
 - b. Keep a running list of new terms at your desk and look them up
7. **At the beginning of the internship, ask your supervisor to give you an ongoing project that you can work on when you finish your work assignments, when they might be out-of-the-office and can't assign you something new. In other words, plan to be productive at all times.**
8. **Set up informational interviews throughout the firm**
9. **If invited, do participate in company social activities.** If the event involves drinking alcohol, keep your consumption to a minimum, or not at all.
10. **Be on time to work.** Better yet, be 10 minutes early!
11. **Network appropriately within the firm**
12. **Create your profile on LinkedIn**
13. **Two or three weeks before the end of the internship, ask your supervisor to write a letter of reference for you that you could put into your portfolio**

For marketing majors, the value of an internship has never been greater!

In a recent *Wall Street Journal* survey of college recruiters, a quarter of the nearly 480 respondents stated that **more than 50 percent of their new-graduate hires had been interns at their companies.** And, 14 percent said that more than 75 percent had been interns.

The National Association of Colleges and Employers administered their 2010 Internship and Co-op Survey and found that nearly 57 percent of students from the class of 2009 were converted from interns to full-time hires, up from 50 percent the previous year.

Some predict that internship recruiting will largely replace entry-level recruiting in the next few years.

*Don't turn down an excellent internship opportunity because
it does not pay...it could easily be the key to your career!*

Try to negotiate a stipend to be offered at the end of the internship based on your performance. Explain your situation---some employers will be sympathetic.

*If the firm requires that you take the internship **for credit**,
the current policy is:*

1. During the fall, winter and spring semesters, you can receive 1 credit for your internship by enrolling in UNIV 099.
2. During the summer, you can earn 3 - 6 credits for your internship (3 credits go towards a marketing elective, 3 credits towards a general elective) through BMGT 357.

So, where do you look for internship and full-time career opportunities?

1. **HireSmith** site. Smith School's online Career Services Management System for undergraduate, MBA and alumni.
2. **BMGT 357 site at www.rhsmith.umd.edu/marketing/bmgt357.aspx**
The majority of the listings are from firms who have specifically targeted UMD students by contacting us directly. Applicant pool will generally be smaller. A UMD student will have an advantage.
3. **TerpAMA's site at www.terpAMA.com.** Listings are targeted to UMD students and are often from alumni and/or firms who have spoken to the student organization.
4. **Indeed.com's site at www.indeed.com.** Enter "marketing internships" and then the city of your choice in location box. Comprehensive mash-up site with internship opportunities that have been collected from newspapers and corporate web sites.
5. **Media Bistro's site at www.mediabistro.com/joblistings**
Used extensively for advertising industry. Job bank and salary guide.
6. **Washington Post's jobs listing at www.washingtonpost.com/wl/jobs/home**
7. **Washington D.C.'s chapter of the American Marketing Association's job bank at careers.amadc.org.**
8. **National American Marketing Association's job bank at www.jobs.marketingpower.com/jobs**
9. **The Ad Club of Metropolitan Washington's job bank at www.dcadclub.com/content.**
The Ad Club is a chapter of AAF.
10. **American Advertising Federation's job bank at their site www.aaf.org/jobs**
11. **A free career community site at www.glassdoor.com.** Offers not only a job bank but also a salary guide.
12. **Guidestar's job bank at www2.guidestar.idealist.org.** Non-profit marketing career opportunities.
13. **On Philanthropy's job bank at www.onphilanthropy.com/job-listings.** Non-profit marketing career opportunities.
14. **Event Marketing Institute's job bank at jobs.eventcareers.com/careers/jobsearch.** Event marketing career opportunities.
15. **Mashable's job bank at jobs.mashable.com/a/jbb/find-jobs.** Site focuses on social media and web jobs.
16. **ClickZ's job bank at jobs.clickz.com.** Site for social media and web careers.

Advertising - Account Executive

Job description:

Serve as the main link/liaison between one or more clients and the rest of the advertising agency's departments. Primarily responsible for the day-to-day operation of one or more client's advertising campaigns. Meets regularly with client to monitor the agency's efforts. May also work directly for media companies (newspaper, radio, TV, cable, billboards, Internet, etc.). Primary responsibility would be to educate business owners in how the medium could help the business owners grow their business by reaching their target audiences effectively and efficiently.

Entry level positions:

Assistant account executive, assistant account manager, assistant account director, planner

Recommended skills and aptitudes for this career path:

Written and oral communication skills. Proficiency in Microsoft applications. Accuracy, excellent organizational skills. Problem solver. Multi-tasker. Adherence to deadlines. Strong negotiation skills.

Trend in hiring: moderate **Entry Level Salary:** \$32,000 - 40,000

Smith School of Business marketing courses recommended for this career path:

BMGT 450 - Integrated Marketing Communications
BMGT 458A and B - Design and Innovation Marketing Fellows
BMGT 458C - Services Marketing
BMGT 484 - Electronic Marketing
BMGT 498 - Design in Marketing

Companies who have offered Smith undergrads internships for this career path:

DC 101 (MD), Arnold Worldwide (Arlington, VA), RedPeg (Alexandria, VA), RTCRM (DC)

Companies who have hired Smith undergrads in this career path:

Digitas (NYC), McCann Erickson Worldwide (NYC), Wunderman (NYC), TIG (Bethesda, MD), Herrmann Advertising (Annapolis, MD), Washington Post (DC), Sage Communications (DC area), Brotman Winter Fried communications (DC area), Ketchum (NYC), Wunderman (NYC), Kontera (NYC)

Websites and blogs to consult to learn more about this marketing career path:

www.accessabc.com - Audit Bureau of Circulations
www.americanbusinessmedia.com - American Business Media (Assn. of Bus Info Providers)
www.bpaww.com - BPA (global industry resource) - Consumer and business media audits
www.adage.com - online version of Advertising Age's trade publication
www.adweek.com - Ad Week's site
www.brandweek.com - online version of Brandweek's publication
www.mediapost.com - online version of OMMA (magazine of online media, marketing and advertising)
www.arbitron.com - media and marketing research site for media - radio, TV, out-of-home, cable
www.nielsen.com - site for Nielsen's measure of media

Trade associations:

www.aaa.org - Association of American Advertising Agencies
IAB (Interactive Advertising Bureau) www.iab.org
MediaPost: <http://www.mediapost.com/>
Social Media Advertising Consortium (SMAC)

Advertising – Digital Media Planner

Job description:

Development of media plans by seeking a strategic fit between potential buyers, their media consumption and the company's product. Negotiate placement rates with publishers, provide client service with day-to-day management and updates (weekly/monthly reporting on progress of campaign, status updates, etc.), facilitate relationship between agencies on the account (in some cases, there could be different agencies handling various aspects of the account like creative, PR, media, etc. and they all need to work together to create a cohesive message). Send RFPs to publishers to put media plan together. Manage relationships with publishers to create positive working relationships (actually a lot more important than you think).

Entry level positions:

Junior media planner, junior strategist, assistant media planner, assistant digital media planner

Recommended skills and aptitudes for this career path:

Written and oral communication skills. Creative problem solver. Multi-tasker. Empathy for consumers. Ability to comprehend marketing research reports. Ability to build and maintain a comprehensive media metrics report. Understanding of breakeven point for various media vehicles' advertising expenditures vs. return to client's investment. Should be knowledgeable of effective, efficient online and offline media practices. Must know basic media math (CPC, CPM, CTR, conversion rates, etc.). Must be absolutely comfortable with Excel and should be able to learn online research tools (comScore, MRI, Atlas, DoubleClick, etc.) fairly quickly. Should also have basic knowledge/understanding of digital ads (sizes of creative ads, flash vs. rich media, trends in the ad space, new media, social media, etc.). Ability to form and maintain excellent working relationships with colleagues and publishers.

Trend in hiring:

very good

Entry level salary:

\$34,000 - \$39,000

Smith business marketing elective courses recommended for this career path:

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Electronic Marketing

Companies who have offered Smith undergrads internships for this career path:

MediaVest (NYC)

Companies who have hired Smith undergrads in this career path:

MediaVest (NYC), MEC Global (NYC), MPG/Havas (NYC), Carat (NYC), Mediacom (NYC), Ingenuity Media/Martin Agency (NYC)

Websites and blogs to consult to learn more about this marketing career path:

http://highered.mcgraw-hill.com/sites/0073529915/student_viewO/chapter15/glossary.html

www.accessabc.com - Audit Bureau of Circulations

www.americanbusinessmedia.com - American Business Media (Assn. of Bus Info Providers)

www.bpaww.com - BPA (global industry resource) - Consumer and business media audits

www.mashable.com - News site for social media practices and happenings

www.socialmediatoday.com - Blog site for social media practices and happenings

www.socialmediatrader.com - Blog site for social media practices and happenings

www.clickz.com - Long-standing site for online marketing news and instruction

www.adage.com - online version of Advertising Age's trade publication

www.adweek.com - Ad Week's site

www.brandweek.com - online version of Brandweek's publication

www.mediapost.com - online version of OMMA (magazine of online media, marketing and advertising)

Advertising - Media Buyer

Job Description:

Responsible for purchasing time and advertising space. Must evaluate station formats, pricing rates, demographics, geographics and psychographics relating to advertisers' particular product or service objectives. Develop plan for online media usage such as keyword purchasing, social media applications. Can either be in-house or in a media agency.

General marketing media buyer: execution of media plans developed by media planner.

Entry Level Positions:

Junior media buyer, media specialist, media research, web analyst, junior activation associate

Recommended Skills and Aptitudes for this Career Path:

Written and oral communication skills. Proficiency in Microsoft applications. Accuracy, excellent organizational skills. Problem solver. Multi-tasker. Adherence to deadlines.

Strong negotiation skills. Understanding of breakeven point for various media vehicles' advertising expenditures vs. return to client.

Trend in Hiring: moderate

Entry Level Salary:

Advanced Salary:

Smith Business Marketing Courses Recommended for this Career Path:

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Electronic Marketing

BMGT 451 - Consumer Behavior

BMGT 452 - Marketing Research

Companies who have offered Smith undergrads internships for this career path:

MediaVest (NYC)

Companies who have hired Smith undergrads in this career path:

MediaVest (NYC), mediaedge:cia (NYC), MPG/Havas (NYC), Carat, Mediacom, Ingenuity Media/Martin Agency (NYC)

Websites and blogs to consult to learn more about this marketing career path:

For industry terminology:

http://highered.mcgraw-hill.com/sites/0073529915/student_viewO/chapter15/glossary.html

Trade associations:

Audit Bureau of Circulations - www.accessabc.com

American Business Media (Assn. of Bus Info Providers) www.americanbusinessmedia.com

BPA (global industry resource) www.bpaww.com

IAB (Interactive Advertising Bureau) www.iab.org

Social Media Advertising Council (SMAC)

B-2-B, B-2-G Sales

Job description:

Selling goods and services to either businesses or government entities by anticipating their needs. The duties of the job vary widely, depending on the product being sold, the market and the manufacturer. You may be responsible for finding your own customers through prospecting. You will need to know the priorities of your customers and the unique qualities of your products that set them apart in the marketplace. Sales representatives build relationships with their customers. They also attend conferences and trade meetings to talk directly with potential customers. Sales representatives are also required to keep extensive records for arranging the terms of sales and establishing customers' credit ratings. Many salespersons are furnished with a car or a mileage reimbursement, smartphone and a laptop computer. There is typically some flexibility in your hours.

Entry level positions:

sales representative, account manager, business developer

Recommended skills and aptitudes for this career path:

Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Comfortable with fast pace and, often, travel. Flexibility to allow for working weekends and some long days.

Trend in hiring:

Moderate
Varies with industry

Entry level salary:

\$37,000 - \$56,000
Varies with industry

Smith School of Business marketing courses recommended for this career path:

BMGT 352 - Customer Centric Innovation
BMGT 353 - Retail Management
BMGT 454 - International Marketing
BMGT 455 - Sales Management
BMGT 458C - Services Marketing

Companies who have offered Smith undergrads internships for this career path:

AFLAC (MD), Pepsi (MD and NY), The Southwestern Company

Companies who have hired Smith undergrads in this career path:

Techtronic (Charlotte, NC), Black and Decker (Towson, MD), Eli Lilly (Indianapolis, IND), Pfizer (NYC), Kontera (NYC), Hugo Boss (NYC), Kraft (Northfield, Illinois), Johnson and Johnson (New Brunswick, New Jersey), Unilever (PA)

Websites and blogs to consult to learn more about this marketing career path:

www.salesandmarketing.com - Sales and Marketing Management

Trade associations:

www.napsonline.org - National Association of Pharmaceutical Representatives,
www.smei.org - Sales and Marketing Executives International

Specialized job banks:

www.jobs.eventcareers.com
www.mediabistro.com/joblistings
www.glassdoor.com/index.htm/
www.jobs.aaf.org/jobs

Event Planner/Meeting and Convention Planner/Experiential Marketing

Job description:

Create and execute events for corporate, government and university entities. Responsibilities include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and coordination of transportation and parking. May also be responsible for developing a theme or motif for the event, arranging for speakers and alternate speakers, security, signage, etc. Opportunities abound for freelancing.

Entry level positions:

Junior event planner, assistant event planner

Recommended skills and aptitudes for this career path:

Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Holistic mindset. Adherence to budgets. Comfortable with fast pace and, often, travel. Flexibility to allow for working weekends and some long days.

Trend in hiring: moderate **Entry level salary:** \$38,000

Smith School of Business Marketing Courses Recommended for this Career Path:

BMGT 352 - Customer Centric Innovation
BMGT 450 - Integrated Marketing Communications
BMGT 451 - Consumer Behavior
BMGT 458C - Services Marketing
BMGT 484 - Electronic Marketing
BMGT 498B - Design in Marketing or BMGT 458A and B - Design in Marketing Fellows
BMGT 457 - Marketing Strategy

Companies who have offered Smith undergrads internships for this career path:

DC 101 (MD), Allied Integrated Marketing (DC), RedPeg (Alexandria, VA), RTCRM (DC), The Toxicology Forum (DC),

Companies who have hired Smith undergrads in this career path:

MediaBistro (NYC), RedPeg (Alexandria, VA), Smith School of Business (MD), Allied Integrated Marketing (DC)

Websites and blogs to consult to learn more about this marketing career path:

www.successfulmtgs.com, www.specialevents.com, www.event-solutions.com,
www.eventdesignmag.com, www.eventmarketer.com, www.mediabistro.com, www.adage.com

Trade associations:

www.iaem.org - International Association for Exhibitions and events,
www.mpiweb.org - Meeting Professionals International,
www.conventionindustry.org - Conference Industry Council,
www.pcma.org - Professional Convention Management Association,

Specialized job banks:

www.jobs.eventcareers.com
www.mediabistro.com/joblistings
www.glassdoor.com/index.htm/
www.jobs.aaf.org/jobs

Marketing Director

Job Description:

Create and manage strategic integrated marketing communications program. Identifying and prioritizing key target audiences. Develop an innovative, effective mix of communications, both online and off-line. Create events for various target audiences. Write or oversee press releases.

Entry Level Positions:

Assistant marketing manager, assistant marketing director

Recommended Skills and Aptitudes for this Career Path:

Detail oriented, creative, strong organizational skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Flexibility to allow for working some weekends and/or long hours.

Trend in Hiring: moderate **Entry Level Salary:** \$32,000

Smith Business Marketing Courses Recommended for this Career Path:

BMGT 451 - Consumer Behavior
BMGT 452 - Marketing Research
BMGT 450 - Integrated Marketing Communications
BMGT 458C - Services Marketing
BMGT 484 - Electronic Marketing
BMGT 498C - Design in Marketing or BMGT 458A and B - Design in Marketing Fellows Program
BMGT 457 - Marketing Strategy

Companies who have offered Smith undergrads internships for this career path:

Discovery (MD)

Companies who have hired Smith undergrads in this career path:

Brickman's (MD), Starfish (MD), Stokefire Branding Agency (VA), Baseball Factory (Columbia, MD)

Websites and blogs to consult to learn more about this marketing career path:

www.brandweek.com
www.adage.com

Marketing Research - Analyst/Research Director/Project Manager

Job Description:

In a business firm: Coordinate with the marketing department and sales force to develop goals for product exposure. Checking data for accuracy, comparing and contrasting new research with established norms, analyzing primary and secondary data for the purpose of market forecasting.

In marketing research, as an operational supervisor: Responsible for supervising a well-defined set of operations that includes fieldwork, data editing, coding, programming and data analysis.

In marketing research, as an assistant project manager: Assist in questionnaire design, review field instructions and monitor timing and costs of studies.

In marketing research, as a research analyst: collect and analyze customer, competitor, market and employee data, assist in forecasting and developing marketing recommendations

Entry level positions:

Junior Analyst, Research Assistant, Operational Supervisor, Assistant Project Manager

Recommended skills and aptitudes for this career path:

Proficient in statistics and quantitative methods. Strong computer skills. Interest in psychology and consumer behavior. Good written and verbal communication skills. Creative thinker.

Trend in hiring: very good **Entry Level Salary:** \$37,000 - 46,000

Smith School of Business Marketing Courses Recommended for this Career Path:

BMGT 352 – Customer Centric Innovation

BMGT 353 – Retailing

BMGT 452 – Marketing Research Methods

Companies who have offered Smith undergrads internships for this career path:

MediaVest (NYC), Observation Baltimore (Baltimore, MD), Community Analytics (Baltimore, MD), McCormick Spices (Baltimore, MD), Washington Post (DC)

Companies who have hired Smith undergrads in this career path:

Washington Post (DC), MediaVest (NYC), MEC Global (NYC), Carat (NYC), American Express (NYC), The polling company inc./Woman Trend (DC), Community Analytics (Baltimore, MD)

Trade associations:

Marketing Research Association - www.mra-net.org

Interactive Marketing Research Organization - www.imro.org

Music and/or Entertainment Marketing Management

Job description:

Coordinate and implement logistics for music and/or entertainment events. Implement public relations and media involvement to build public awareness of event or artist. Strategize and implement tactics designed to drive up participation and sales. Recruit and manage volunteers. Nurture relationships with sponsors.

Entry level positions:

music intern, territory marketing rep, music management intern, music marketing intern

Recommended skills and aptitudes for this career path:

Passion for music and/or entertainment. Ability to manage multiple priorities effectively. Attention to details, strong organizational skills. Creative thinker. Good computer skills. Willing to work some nights and weekends. Flexible. Excellent written and verbal comm. skills.

Trend in hiring:

good

Entry level salary:

\$35,000

Smith business marketing courses recommended for this career path:

BMGT 450 - Integrated Marketing Communications

BMGT 450F - Integrated Marketing Communications - Open for Music Management Fellows only

BMGT 455 - Sales Management

BMGT 484 - Electronic Marketing

BMGT 498 - Services Marketing

Companies who have offered Smith undergrads internships for this career path:

RedPeg (Alexandria, VA), Washington Post (DC), Glen Echo Park Partnership for the Arts and Culture (Glen Echo, MD), Comcast (MD), MTV (NYC), Sony Music (NYC), Smithsonian (DC), Sony Pictures Entertainment (NYC), Everfine Records (NYC), Warner Music Group (NYC), Madison Square Garden (NYC), Turner Broadcasting (Atlanta, GA), Red Zebra Broadcasting (Silver Spring, MD), XM Satellite Radio (DC), DC101 (Rockville, MD), 9:30 Club (DC), ABC-TV affiliates (NYC, DC), Comcast Sports Network, Allied Integrated Marketing (DC area), Washington Sports and Entertainment (DC), 9:30 Club (DC), Clear Channel (Rockville, MD), WMUC College Park Radio (College Park, MD)

Companies who have hired Smith undergrads in this career path:

MTV (NYC), Time Warner (NYC), Allied Integrated Marketing (DC area)

Websites and blogs to consult to learn more about this marketing career path:

www.variety.com - Online version of Variety publication featuring entertainment news

www.billboard.biz - Online version of Billboard magazine

www.digitalmusicnews.com - news site for music industry and technology executives

www.930.com - site for 9:30 club in DC

www.musicbizacademy.com - site for independent musicians

www.arbitron.com - media and marketing research site for media - radio, TV, out-of-home, cable

www.careers.stateuniversity.com - site for career information

www.nielsen.com - site for Nielsen's measure of media

www.adage.com - site for Advertising Age

www.livenation.com - site for Live Nation

Trade associations

www.namm.org - National Assn of Music Merchants

www.narm.com - National Assn of Recording Merchandiser

www.mafiaa.org - Music & Film Industry Assn of America

www.musicfirstcoalition.org

www.riaa.com - Recording Industry Association of America

Specialized job bank sites

bx.businessweek.com/music-industry/jobs/ - Business Week's online job bank for jobs in music field

www.varietymediacaareers.com - Online job bank for entertainment jobs

www.4EntertainmentJobs.com - website of over 3,000 employers' postings

Product/Brand Manager

Job description:

Responsible for the coordination of creating new products or strategies based on market and consumer research, determining a product's pricing, creating its marketing campaigns, and setting sales targets. Responsible for the creative, innovative side of the business along with the analysis and strategy. This position deals with significant amounts of information and manager needs to be able to understand it in order to tell the product or brand's story. Opportunity to make significant changes in the company's products and/or brand.

Entry level positions:

Assistant product manager, social media intern

Recommended skills and aptitudes for this career path:

Excellent math and finance skills. Strong-team building and leadership skills. Effective persuasive skills. Creative thinker. Natural ability to influence. Most recruiters in this field want their applicants to have earned an MBA although a few strong years in consulting or finance may allow you to start out as a marketing assistant without the MBA. Internships early in college are helpful for getting hired in this career path.

Trend in hiring: moderate **Entry level salary:** \$44,000 - 46,000

Smith School of Business marketing courses recommended for this career path:

BMGT 352 - Customer Centric Innovation
BMGT 450 - Integrated Marketing Communications
BMGT 454 - International Marketing
BMGT 458A & B - Design and Innovation in Marketing Fellows
BMGT 458C - Services Marketing
BMGT 498 - Design in Marketing

Companies who have offered Smith undergrads internships for this career path:

Johnson & Johnson

Companies who have hired Smith undergrads in this career path:

Wellpoint (Baltimore, MD), Hilton Worldwide (DC area)

Websites and blogs to consult to learn more about this marketing career path:

www.adage.com - online version of Advertising Age's trade publication
www.adweek.com - Ad Week's site
www.brandweek.com - online version of Brandweek's publication
www.fastcompany.com - online version of Fast Company magazine
www.fortune.com - online version of Fortune magazine
www.mediapost.com - online version of OMMA (magazine of online media, marketing and advertising)
www.wsj.com - online version of Wall Street Journal

Retail Buyer

Job description:

If working for a large department store, buyer will specialize in one type of merchandise. If working for smaller stores, buyer will buy a variety of products. Buyer will need to choose items that are appropriate for their store and clientele. Products must meet the needs of the customers but be within the price range that the store has adopted for their customers.

Entry level positions:

Assistant buyer

Recommended skills and aptitudes for this career path:

Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Comfortable with fast pace and frequent travel. Flexibility to allow for working weekends and some long days. Analytical skills that will enable the buyer to be always aware of profit margins. Willing to relocate to corporate headquarters.

Trend in hiring: moderate **Entry Level Salary:** \$40,000 - \$46,000

Smith business marketing courses recommended for this career path:

BMGT 352 - Customer Centric Innovation

BMGT 353 – Retailing

BMGT 454 - International Marketing

BMGT 458A and B - Design in Marketing Fellows

BMGT 498B - Design in Marketing

Companies who have offered Smith undergrads internships for this career path:

Bloomingdales (MD)

Companies who have hired Smith undergrads in this career path:

Macy's (NYC), Bloomingdales (NYC), Lord & Taylor (NYC)

Websites and blogs to consult to learn more about this marketing career path:

www.retailingtoday.com - Online news source for America's top 150 retailers

www.chainstoreage.com - Online version of Chain Store Age Executive publication

www.drugstorenews.com - Online version of Drugstore News publication

www.retail-merchandiser.com - Online version of mass retailing publication for industry news

www.wwd.com - Online version of Women's Wear Daily publication

Trade associations:

www.imra.org - International Mass Retail Association

www.museumdistrict.com - Museum Store Association

www.nacs.org - National Association of College Stores

www.stores.org and www.nrf.com - National Retail Federation

www.nsr.org - National Shoe Retailers Association

www.harda.com - North American Retail Dealers Association

Retail Store Manager

Job description:

Responsible for supervising employees and overseeing the operations and merchandising of the store with the intention of creating a profit. The duties of a manager will depend on the size and type of store for which they work. Independent stores' managers will be involved in merchandising, store operations, accounting, and advertising and promotion. Manager of a large store will head a management team. If store is also online, may be responsible for aspects of the online entity.

Entry level positions:

Assistant Store Manager

Recommended skills and aptitudes for this career path:

Leadership and management skills. Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Holistic mindset. Adherence to budgets. Comfortable with fast pace. Flexibility to allow for working weekends and some long days.

Trend in hiring:

moderate

Entry Level Salary:

\$40,000 - 44,000

Smith School of Business marketing courses recommended for this career path:

BMGT 353 - Retailing Management

BMGT 450 - Integrated Marketing Communications

BMGT 458A and B - Design and Innovation in Marketing Fellows

BMGT 458C - Services Marketing

BMGT 484 - Electronic Marketing

BMGT 498B - Design in Marketing

Companies who have offered Smith undergrads internships for this career path:

Bloomingdales (NYC and DC area), Target (MD), Kohl's (MD), Aldi (MD), Buckle (MD), Vineyard Vines (CT), Armani Exchange (NYC)

Companies who have hired Smith undergrads for this career path:

Lord and Taylor (NYC), Target (MD), Kohl's (MD), Buckle (MD)

Websites and blogs to consult to learn more about this marketing career path:

www.retailingtoday.com - Online news source for America's top 150 retailers

www.chainstoreage.com - Online version of Chain Store Age Executive publication

www.drugstorenews.com - Online version of Drugstore News publication

www.retail-merchandiser.com - Online version of mass retailing publication for industry news

Trade Associations

www.icsc.org - International Council of Shopping Centers

www.imra.org - International Mass Retail Association

www.museumdistrict.com - Museum Store Association

www.nacs.org - National Association of College Stores

www.stores.org and www.nrf.com - National Retail Federation

www.nsra.org - National Shoe Retailers Association

www.harda.com - North American Retail Dealers Association

Social and Media Marketing Director

Job description:

Oversee postings of regular updates to firm or client's customers via social media (i.e. Facebook, Twitter, etc.) Assist with tracking and maintenance of statistics for firm or client's social media interactions and other website analytics. Coordinate with other marketing and communication department activities such as editing web and print content.

Entry level positions:

Assistant social media marketing manager, social media intern

Recommended skills and aptitudes for this career path:

Strong knowledge of social media sites like Facebook, Twitter, Flickr, YouTube and Foursquare. Familiarity with analytics applications such as Google Analytics.

Trend in hiring: very strong **Entry Level Salary:** \$38,000 - 42,000

Smith School of Business marketing electives recommended for this career path:

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Electronic Marketing

Companies who have offered Smith undergrads internships for this career path:

9:30 Club (DC)

Companies who have hired Smith undergrads in this career path:

Stokefire Branding Agency (Alexandria, VA), Gallup Consulting (NYC)

Websites and blogs to consult to learn more about this marketing career path:

www.mashable.com - News site for social media practices and happenings

www.socialmediatoday.com - Blog site for social media practices and happenings

www.socialmediatrader.com - Blog site for social media practices and happenings

www.clickz.com - Long-standing site for online marketing news and instruction

www.adage.com - online version of Advertising Age's trade publication

www.adweek.com - Ad Week's site

www.brandweek.com - online version of Brandweek's publication

www.mediapost.com - online version of OMMA (magazine of online media, marketing and advertising)

Trade associations

www.aaaa.org - American Association of Advertising Agencies

www.iab.org - Interactive Advertising Bureau

www.smac.org - Social Media Advertising Consortium

Sports Events Marketing Management

Job description:

Coordinate and implement logistics for event weekend and assigned special events. Implement public relations and media involvement to build public awareness of event. Strategize and implement tactics designed to drive up participation. Recruit and manage volunteers. Nurture relationships with sponsors.

Entry level positions:

Assistant sports event manager, sports events intern

Recommended skills and aptitudes for this career path:

Excellent written and verbal communication skills. Passion for sports. Ability to manage multiple priorities effectively. Attention to details, strong organizational skills. Creative thinker. Good computer skills. Willing to work some nights and weekends. Flexible.

Trend in Hiring:

Good

Entry Level Salary:

\$35,000

Smith School of business marketing courses recommended for this career path:

BMGT 450 - Integrated Marketing Communications

BMGT 450F - Integrated Marketing Communications for Sports Management Fellows Program

BMGT 484 - Electronic Marketing

BMGT 498 - Services Marketing

Companies who have offered Smith undergrads internships for this career path:

Baltimore Ravens (Baltimore, MD), University of Maryland Sports Marketing (College Park, MD), Washington Sports Alliance (Washington, DC), Baseball Factory (Columbia, Maryland), Comcast Sports Network (DC), Philadelphia 76'ers (Philadelphia, PA), Major League Baseball Network (NYC), Frederick Keys (Frederick, Maryland), Octagon, RedPeg (Alexandria, VA), Nationwide Tour Professional Golf Association (Upper Marlboro, MD), Washington Sports and Entertainment (DC), Octagon (McLean, VA), Brotman Winter Fried Communication (Falls Church, VA)

Companies who have hired Smith undergrads in this career path:

Baltimore Ravens (Baltimore), National Basketball League (NYC), UnderArmour, Callaway, University of Maryland Sports Marketing (College Park, Maryland), Brotman Winter Fried Communications, (Falls Church, VA), Spanish Biesbol Network (DC)

Websites and blogs to consult to learn more about this marketing career path:

www.sportseventsmagazine.epubxpress.com - Sports Events Magazine site

www.seme-now.com - National Sports Career and Networking Conference site

www.marketingpower.com - National Marketing Association site

www.adage.com - Advertising Age site

www.sportsbusinessjournal.com - Sports Business Journal site

Trade/industry association websites:

www.nba.com - National Basketball Association site

www.nfl.com - National Football League site

www.mlb.com - Major League Baseball site

www.pga.com - Professional Golf Association site

www.nhl.com - National Hockey League site

www.wnba.com - Women's National Basketball Association site

www.sportsmarketingnetwork.com - National Sports Marketing Network

Smith School Marketing Major Requirements:

BMGT 451 - Consumer Analysis	3 credits
BMGT 452 - Marketing Research Methods	3 credits
BMGT 457 - Marketing Policies and Strategies	3 credits
Three of the following courses	9 credits
BMGT 352 - Customer-Centric Innovation BMGT 353 - Retail Management BMGT 357 - Marketing Internship (3 credits only toward major) BMGT 372 - Introduction to Logistics and Supply Chain Mgmt. BMGT 450 - Integrated Marketing Communication BMGT 450F - Integrated Marketing Communication for Music and/or Sports Fellows BMGT 454 - International Marketing BMGT 455 - Sales Management BMGT 458A/B - Design and Innovation in Marketing Fellows BMGT 458C - Services Marketing BMGT 458Q - Elements of Computer Graphics - Design and Innovation in Marketing (Fellows students only). (Maximum 6 credits if content differs in 458/498 classes) BMGT 484 - Electronic Marketing BMGT 498B - Design in Marketing	

Marketing Course Descriptions:

BMGT 350 Marketing Principles and Organization

An introductory course in the field of marketing. Its purpose is to give a general understanding and appreciation of the forces operating, institutions employed, and methods followed in marketing agricultural products, natural products, services and manufactured goods.

BMGT 352 Customer-Centric Innovation

The primary objective of this course is to understand and overcome the challenge of bringing to market elegant and efficient solutions to strong customer needs. This is a fundamental challenge, and is relevant whether you work for a startup or a large company, whether you sell products or services, and whether your customers are individual consumers or companies.

BMGT 353 Retail Management

Retail store organization, location, layout and store policy; pricing policies, price lines, brands, credit policies, records as a guide to buying; purchasing methods; supervision of selling; training and supervision of retail sales force; and administrative problems.

BMGT 357 Marketing Internship

Opportunity for marketing majors to gain business experience while earning academic credit. Marketing interns apply concepts from the classroom in an actual business setting to gain a competitive advantage in the job market. A marketing audit project is required to receive credit.

BMGT 450 Integrated Marketing Communications

This course is an in-depth study of coordinated marketing activities emphasizing advertising and promotion. Linkages with sales promotion, internet marketing, direct marketing, public relations and personal selling are also considered. Emphasis will be placed on strategic planning to effectively use these promotional tools to communicate with customers and meet marketing goals. Current theory and practices will be emphasized.

BMGT 451 Consumer Analysis

American consumers in the marketing system. Underlying consumer behavior such as economic, social, psychological and cultural factors. Analysis of consumers in marketing situations - as a buyer and user of products and services - and in relation to the various individual social and marketing factors affecting their behavior. The influence of marketing communications is also considered.

BMGT 452 Marketing Research Methods

Develops skills in the use of scientific methods in the acquisition, analysis and interpretation of marketing data. It covers the specialized fields of marketing research; the planning of survey projects, sample design, tabulation procedure and report preparation.

BMGT 454 International Marketing

Marketing functions from the international executive's viewpoint, including coverage of international marketing policies relating to product adaptation, data collection and analysis, channels of distribution, pricing, communications, and cost analysis. Consideration is given to the cultural, legal, financial, and organizational aspects of international marketing.

BMGT 455 Sales Management

The role of the sales manager, both at headquarters and in the field, in the management of people, resources and marketing functions. An analysis of the problems involved in sales organization, forecasting, planning, communicating, evaluating and controlling. The application of quantitative techniques and pertinent behavioral science concepts in the management of the sales effort and sales force.

BMGT 457 Marketing Policies and Strategies

Integrative decision making in marketing. Emphasis on consumer and market analysis and the appropriate decision models. Case studies are discussed. A marketing simulation done in teams.

BMGT 458A and B Design and Innovation in Marketing Fellows Program

In BMGT 458A, Fellows students will explore various ways of brainstorming and creative thinking processes. Students will look at companies who have used design to build a sustainable competitive advantage. Marketers and designers often work together in the marketplace, both offering different but complementary creative skills and perspective. Design and business students accepted into this program will examine the following areas where marketing and design are interrelated: products and their packaging, web, graphics, branding, retail store and display, workplace, infographics, presentation and wayfinding.

In BMGT 458B, on a weekly basis, Fellows students will hear from a variety of industry practitioners. Students will also be working in an agency format to create a marketing campaign deliverable for a business or nonprofit applying their design and business knowledge and skills.

BMGT 458C Services Marketing

In this class, you will learn how to measure the effect of service quality over time on the performance of a firm. While this is a marketing course, we will also address the cross-functional implications of human resources, operations, and financial management for delivering quality service. In marketing service, customer relationships, rather than individual transactions, are key to long-term profitability. Building effective customer relationships requires a "customer orientation," seeing the world from the customer's eyes. It also requires taking educated risks to provide a continuous flow of innovative services to customers.

BMGT 458Q - Elements of Computer Graphics (Open to Design and Innovation in Marketing Fellows only)

This course is an introduction to computer graphics and visual communication principles. Students will explore fundamental design principles through digital projects. Technology content will include photo manipulation, digital illustration, layout, and web design. Students will gain an understanding of the industry standard software (Adobe Creative Suite 5) and Dreamweaver on the industry standard platform (Mac).

BMGT 484 Electronic Marketing

This course examines the impact of the Internet on traditional methods of marketing and the related business functions, which enable and support it. It explores the existing and potential future uses of the Internet for the marketing of goods and services across a range of product categories. It will investigate the utility of the Internet as a tool for business to increase effectiveness, efficiency and competitiveness. It will study the business models currently existing on the Web and develop a framework that can be used to evaluate the Internet's potential value across a range of business types.

BMGT 498B Design in Marketing

Design in Marketing examines the role design plays in marketing strategy. Marketers and designers often work together in the marketplace, both offering different but complementary creative skills and perspective. Students examine the following areas where marketing and design are interrelated: products and their packaging, web, graphics, branding, retail store and display, workplace, infographics, presentation and wayfinding.