EXPLORING MARKETING
MCDONOUGH SCHOOL OF BUSINESS

OVERVIEW

Marketing, a major within the McDonough School of Business, involves the movement of products and services from producers to consumers. Marketing majors learn to make decisions about product design and quality, pricing, advertising, sales, and distribution. Marketing involves analyzing consumer opinions, attitudes, and tastes, both in the United States and abroad. The principles of marketing help organizations determine which products and services people want, forecast the demand for them, and stimulate consumer interest in them.

SKILLS

The study of marketing allows for the development of a core set of skills sought after by employers in a wide range of occupational settings. A sampling of representative skills and abilities follows.

<table>
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<tr>
<th>Critical Thinking</th>
<th>Communication</th>
<th>Technical Skills</th>
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<tbody>
<tr>
<td>✓ Problem solving</td>
<td>✓ Communicating clearly and persuasively one on one, or in larger groups</td>
<td>✓ Statistical programs (e.g., SPSS)</td>
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<td>✓ Analyzing data</td>
<td>✓ Technical writing skills</td>
<td>✓ Spreadsheet analysis</td>
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<td>✓ Understanding how the broader environment affects business practice</td>
<td>✓ Public speaking and presentation skills</td>
<td>✓ Internet research resources (e.g., Lexis-Nexus)</td>
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<td>✓ Ability to balance analytical thinking with creative approach</td>
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<td>✓ Database management</td>
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SAMPLE INTERNSHIP OPPORTUNITIES

Associations and Foundations (e.g., National Press Foundation)
Marketing Department of company providing service or product (e.g., Proctor and Gamble, Bloomingdale’s, Pharmaceuticals)
Marketing or Advertising Firm (e.g., BBDO, CLS and Associates, Saatchi and Saatchi)
Market Research (e.g., JPMorgan Chase & Co.)
Nonprofit Organizations (e.g., The Red Cross, The Parkinsons Action Network)
Public Relations (e.g., Blanc and Otus, Ogilvy and Mather, Fleishman-Hillard)

WHERE ARE GU MARKETING MAJORS NOW?

✓ Public Relations Specialist
✓ Client Specialist
✓ Advertising Associate
✓ Account Manager
✓ Sales Manager
✓ Brand Manager
✓ Product Manager
✓ Retail Buyer
✓ Nonprofit Manager
✓ Retail Manager
✓ Communications Specialist
✓ Interactive Marketing Manager
✓ Technical Salesperson
✓ Market Researcher
✓ Account Executive
✓ Digital Strategist
✓ Internet Marketing Manager
✓ Events and Promotions Manager
RELEVANT WEBSITES & PUBLICATIONS

Advertising Age (adage.com)
AdWeek adweek.com

PROFESSIONAL ORGANIZATIONS

American Marketing Association (marketingpower.com)
American Association of Advertising Agencies (aaaa.org)
Marketing Research Association (marketingresearch.org)
Product Development and Management Association (pdma.org)
Sales and Marketing Executives International (smei.org)
Society for Marketing Professional Services (smps.org)

Marketing Majors
SCHOOL OF BUSINESS CLASS OF 2013
FIRST DESTINATION OUTCOMES

SAMPLE EMPLOYERS:
CAPITAL ONE
BOOZ ALLEN HAMILTON
GOOGLE
IBM
NEIMAN MARCUS

SAMPLE GRAD SCHOOLS:
NEW YORK UNIVERSITY
GEORGETOWN UNIVERSITY

For information about career options, internships, and full-time opportunities, contact the Cawley Career Education Center at One Leavey Center, (202) 687-3493. For more information about major and degree requirements, please contact the McDonough School of Business Undergraduate Program Office on the first floor of the Hariri Building, at 202-687-3851.