

WHAT YOU CAN DO WITH A MAJOR IN...

business: marketing

Marketing provides what is probably the most diverse range of opportunities in both business and non-business areas. Some of these opportunities include: Advertising, Public Relations, Marketing Research, Corporate Sales, New Product Development, Product or Brand Management, Package Design, Distribution Management or Supply Chain Management, Sports Marketing, Entertainment Marketing and Business Consulting, among many others. Those interested in forming their own businesses will find marketing an excellent foundation for their pursuits.

Additionally, marketing professionals can become involved with lobbying for or against legislation for an industry, organization or profession, developing plans for increasing the membership of an organization, writing news releases, scripts and other materials for an advertising campaign, or developing materials to help dealers and distributors plan sales campaigns. To aid in the advertising endeavor, marketing professionals poll public opinion or analyze the demographics and buying patterns of specific audiences.

The marketing function in organizations connects a company with its customers, suppliers, distributors and community. To achieve corporate objectives in these arenas, marketing managers conduct analyses of customers and competitors, design focused marketing strategies, and develops marketing programs and performance measures.

...at chapman university

The Bachelor of Science in Business Administration, emphasis in Marketing produces students prepared to use the basic tools in marketing. The students learn to communicate in an understandable and effective manner, both verbally and in writing. The program provides an integrated knowledge of the different functional areas of business in order to solve the increasingly complex problems facing businesses today. Graduates also develop an awareness of the operation of basic institutions of the American economy and American business and how these institutions compare and interact with those of other countries.

Chapman Clubs and Organizations

Alpha Kappa Psi

www.chapman.edu/sbe/akpsi

Chapman's Business Fraternity, open to all men and women. The main focus is to provide leadership development, personal and professional training, and experience.

The Public Relations Student Society of America (PRSSA)

This Chapman chapter of the national Public Relations Student Society of America (PRSSA) is an active organization aimed to helping students network with professionals through various activities.

The Chapman University Ad Club

A student chapter of the American Advertising Federation, the Ad Club provides mentoring and networking programs with advertising professionals.

Related Majors

Advertising, Public Relations,
Management, Entrepreneurship,
Finance, Economics, Mass
Communications, Speech
Communications, Graphic Design

While Still in College...

If you are looking to pursue a career in marketing, it is a good idea to get involved with on-campus clubs and organizations helping in areas like outreach, leadership and education, explore all areas of business by taking a variety of classes, work in an on or off-campus part-time job or do an internship related to the field of marketing.

...at the professional level

Associations provide a venue for people to share professional interests while educating the public about their field. Look for details about salaries, training opportunities, membership benefits, and job resources.

American Marketing Association (AMA) www.ama.org

The purpose of the AMA is to promote education and assist in the personal and professional career development of marketing professionals, and to advance the science and ethical practice of marketing disciplines.

Business Marketing Association (BMA) www.marketing.org/

Helps to connect people with education, training and professional development in business-to-business marketing.

Marketing Research Association (MRA) www.mra-net.org/

Helps promote opinion and the marketing research industry by advancing and expanding marketing research and related business skills.

Society for Marketing Professional Services (SMPS) www.smeps.org

Committed to keeping members abreast of the many exciting changes on the marketing frontier.

Is It a Good Match For You?

Do you enjoy working in groups?

Do you have good speaking ability?

Vital Skills

Strong verbal communication

Strong written communication

Determination

Good analytic skills

Strong presentation skills

Creativity

Potential Employment With...

Marketing Firms/ Departments, Self-Employed/ Freelance, Publishing Companies, Radio and Television, Magazines, Periodicals, Journals, Newspapers, Schools, Publication Departments, Government and International Agencies

Related Occupations

Some of these occupations may require additional education and training.

Account Manager/Executive	Merchandise Manager
Area Development Manager	Online Marketer
Art Director	Operations Manager
Assistant Buyer	Package Designer
Association Executive	Personnel Specialist
Circulation Manager	Pharmaceutical Sales Representative
City Manager	Production Manager
Copy Writer	Program Manager
Event Coordinator	Promotions Manager
Employee Relations Representative	Proposals Coordinator
Film Producers	Publicist
Fundraising Director	Purchasing Agent
Grant Coordinator/Writer	Quality Assurance Director
Graphic Artist	Researcher
Human Resources Manager	Revenue Agent
Import/Export Manager	Sales Manager
Insurance Agent/Broker	Sales Promoter
Market Research Analyst	Spokesperson
Marketing Executive	
Media Director/Specialist	
Media Market Manager	

Choosing Your Major...

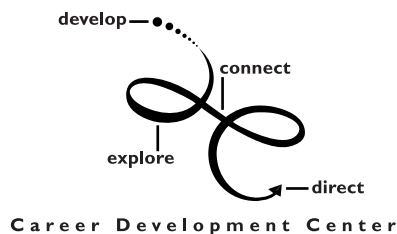
Choosing a major can be a difficult decision. If you need assistance in choosing your major or emphasis, the Career Development Center offers individual career counseling and provides career testing and assessment for current students. In addition, involvement in leadership activities, internships, part-time employment, clubs, organizations, and student government will expose you to different work and learning environments which will aid you in your decision making.

For Further Information

Argyros School of Business and Economics

www.chapman.edu/argyros/index.html

(714) 997-6684 • Dean, Art Kraft



Student Life Center, Argyros Forum 303 • One University Drive • Orange, California 92866

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