Explore Marketing

Marketing students study the way in which products and services are organized, executed, publicized, and distributed to consumers within an organization’s goals. The marketing program develops students’ analytic and decision-making skills in such areas as advertising, market research, brand/product management, selling and sales management, distribution, relationship marketing, international marketing, marketing consumer products and services, and marketing nonprofit organizations.

Key concepts focus on identifying customer needs and wants, developing products and services to meet those demands, establishing communications to promote products and services, and monitoring transactions and customer responses to guide future activities. Marketing concepts apply to tangible products, services and ideas, consumer and business markets, and domestic and global markets. The increasingly global marketplace has changed the traditional tactics used in marketing. Today’s marketing practitioners must understand the unique challenges of serving foreign markets and how to effectively convey their messages to consumers throughout the world.

To learn more about the academic requirements for this area of emphasis and suggested academic tracks aligning with popular career paths, please visit the [Leeds Marketing Division Website](#).

Description of the Field

Marketing students find career opportunities in advertising, marketing research, data analytics, nonprofit marketing, product management, personal selling, public relations, retail management, sales management, business-to-business marketing, consumer affairs and protection, and distribution and logistics.

Top Hiring Industries

Many industries hire employees with marketing backgrounds including:

- Advertising
- Consulting
- Consumer Products
- Entertainment
- Fashion
- Sports
- Food and Beverage
- Hospitality
- Information & Technology
- Media
- Real Estate

Top Hiring Companies

- Amazon
- AT&T
- Deloitte Consulting
- Denver Broncos
- Ibotta
- Oracle
- PepsiCo
- SolidFire
- Sovrn
- Sterling Rice Group
- Stryker
- Target
- Team Snap
- Toyota
- Zayo
Prepare for Your Internship or Job Search

Resources:
- Resume Templates and Examples for Marketing Students
- How to Write a Cover Letter and Examples for Marketing Students

Helpful Resources:
- There are multiple student organizations at Leeds in which marketing students participate. Organizations cover general interest in marketing to industry specific groups.
- The Marketing Division homepage has info on academic requirements and links to marketing faculty.

Recruiting Schedule:
While some companies will recruit and hire for marketing students as early as fall semester senior year, the majority of companies focus on hiring in the spring semester of senior year. Internships during the summer before senior year or during senior year can potentially turn into full-time offers.

Organizations to Join

Professional:
- American Association of Advertising Agencies
- American Marketing Association
- International Advertising Association
- Marketing Research Association
- National Association of Sales Professionals
- National Retail Federations
- Student Event Planners Association

On-Campus:
- Attend Career Fairs
- Talk with your faculty about career goals
- Attend all info sessions/tabling events with recruiters
- Meet with your academic and career advisors to make sure you are on track for internship and job recruiting.

Marketing students should keep two factors in mind to ensure that they are competitive candidates for internships and full-time positions. First, great technical skills can make your resume stand out among the competition. Consider a certificate or minor in the Technology Arts & Media (TAM) program or a certificate in Information Management. You can gain further skills by pursuing and completing a free certification in Google Analytics or Google AdWords.