



Key Career Info: Marketing

About the Industry Area

The field of marketing promotes a broad management perspective with a large variety of functions, companies, industries, and geographies, resulting in a variety of career pathways to choose from.

- [Marketing Major Career Paths for Carlson School Students](#)
- [Class of 2017 Carlson Undergraduate Marketing Employment Data](#)
- [Marketing Career Info \(O*Net\)](#)
- [Advertising, Promotions, & Marketing Managers \(Bureau of Labor Statistics\)](#)
- [Market Research Analysts Occupational Outlook \(Bureau of Labor Statistics\)](#)
- [Public Relations & Fundraising Managers \(Bureau of Labor Statistics\)](#)
- [Sales Managers \(Bureau of Labor Statistics\)](#)

Student Involvement Opportunities

- [Carlson Brands Enterprise](#)
- [American Marketing Association](#)
- [Advertising Club](#)
- [ADworld](#)
- [StudioU](#)

Key UBCC Resources

- [Carlson Mentor Network](#)
- Carlson to Careers Trek for Marketing

Recruiting Context

- Companies recruit for marketing job and internships throughout the academic year. Job and internship recruitment for the upcoming summer starts as early as September.
- Marketing covers a large variety of functions, companies, and industries, and the recruiting context will vary accordingly. An informational interview at an agency may quickly turn into a recruiting interview, whereas larger corporate environments will have more formal processes.
- Networking and professional connections can be very important for identifying internship and job opportunities. LinkedIn is the best way to connect with marketing professionals.
- Reported offers for Class of 2017 Marketing majors showed that more offers were accepted in Spring 2017 (85) than Fall 2016 (59 offers reported), so although opportunities for marketing majors are available throughout the year, the recruitment cycle skews toward the second half of the academic year.



Job Postings

On-Campus

- Attend the September and February Carlson School of Management [career fairs](#) as well as the University of Minnesota [Job Fair](#) in February
- The Retail Merchandising & Apparel Design [Fair](#) is held annually in September
- Be active in the [Edge](#), especially at the beginning of each semester
 - Check out “Job search” as well as “External jobs”
- Check company websites directly!

General Job & Internship Search Resources

- jobs.ama.org
- Indeed.com
- LinkedIn
- Glassdoor.com
- Internships.com

Professional Groups

- [American Marketing Association-Minnesota Chapter](#)
- [American Marketing Association-National Chapter](#)
- [National Agri-Marketing Association](#)

Additional Resources

- American Marketing Association’s Career Development Materials (including Social Media, Networking, Interviewing Tips, Resume Building, and Success on the Job):
<https://www.ama.org/career/StudentCareers/Pages/Career-Development-Certificate-Required-Materials.aspx>
- American Marketing Association’s Introduction to Sales Career & Selling Process Program:
<https://www.ama.org/students/Pages/AMA-Sales-Program.aspx>
- Information about career opportunities in sales: <https://www.thebalancecareers.com/sales-4161808>