

Marketing

INDUSTRY REPORT

This report is intended to present possible career pathways for **Marketing** students.



Industries

17.6% *Employment Services*

1.4% *Computer Systems Design and Related Services*

13.9% *Management, Scientific, and Technical Consulting Services*

12.91% *Professional and Commercial Equipment and Supplies Merchant Wholesalers*

11.2% *Restaurants and Other Eating Places*



Yearly Salary

1st year: \$39,000

5th year: \$56,000

10th year: \$71,000



Employers

1. *Microsoft Corp.*
2. *Silver Eagle Beverages LLC*
3. *Rackspace*
4. *Humana*
5. *Wells Fargo*



Location

1. *San Antonio, TX*
2. *New Braunfels, TX*
3. *Schertz, TX*
4. *Converse, TX*
5. *Boerne, TX*



Job titles

1. *Telecommunications Sales Rep.*
2. *Marketing Programs Developer*
3. *Consultant - Change Management IT - Defense Health*
4. *Business Intelligence Engineer - Market Research*
5. *Partner Strategy & Solutions Lead*

Career Readiness

Career readiness is a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career management.



Leadership



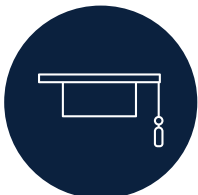
Teamwork



Professionalism



Communication



Career & Self Development



Critical Thinking



Equity & Inclusion



Technology



Specialized Skills

1. *Market Strategy*
2. *Business Development*
3. *Sales Goals*
4. *Project Management*
5. *Thought Leadership*



Software Skills

1. *MS Excel*
2. *Ms Word*
3. *MS Powerpoint*
4. *MS Office*
5. *SQL*