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

### Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Services</td>
<td>17.6%</td>
</tr>
<tr>
<td>Computer Systems Design and Related Services</td>
<td>1.4%</td>
</tr>
<tr>
<td>Management, Scientific, and Technical Consulting Services</td>
<td>13.9%</td>
</tr>
<tr>
<td>Professional and Commercial Equipment and Supplies Merchant Wholesalers</td>
<td>12.91%</td>
</tr>
<tr>
<td>Restaurants and Other Eating Places</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

### 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

2. Marketing Programs Developer
3. Consultant - Change Management
4. Business Intelligence Engineer - Market Research
5. Partner Strategy & Solutions Lead
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.

**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