

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 Mangement
- IT Defense Health
- 4. Business Intelligence Engineer -Market Research
- 5. Partner Strategy & Solutions Lead



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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



Professionalism



Career &
Self Development



Equity & Inclusion



Teamwork



Communication



Critical Thinking



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



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