

PROFESSIONAL CAREER GUIDE: MARKETING

WHAT IS **MARKETING**?

Marketing is the process of identifying, promoting, and delivering products or services that satisfy consumer needs. Essentially, marketing involves the process of moving products and services from concept to the market. Marketing shapes an organization's image and how consumers view its products or services.

MARKETING INDUSTRIES

- Sales and Promotion
- Marketing Management
- Marketing Research
- Purchasing/Procurement
- Social Media Management
- Entertainment Marketing
- Advertising
- Consulting
- Supply Chain

PREPARING FOR YOUR CAREER

Requirements: 120 total hours, which includes at least 18 marketing hours

Develop the tools to succeed in today's fast-moving, data-driven, increasingly digital markets. You'll build strong communication skills, an understanding of consumer psychology, and expertise in research and market analysis, preparing you for careers in product management, advertising and sales, marketing research, and more.

Skills needed:

- Professional verbal and written communication skills
- Public speaking skills
- The ability to use research and technological skills to think analytically
- Creative skills to use in new ideas that appeal to clients or target demographics
- The ability to manage the stress of various deadlines and demands while working with others in a team
- The ability to use persuasion and negotiation skills
- Use a customer-service orientation to relate well to others

HOW TO GET HIRED

- Networking
- Internship experience
- Marketing project experience
- Take initiative in seeking out positions
- Talk about what has influenced the decisions you have made and what you do



INTERNSHIP HIGHLIGHT

Student Name: **Lauren Beyke**

Expected Graduation Date:
- **May 2020**

Completed Internship with:
- **Keeneland Association**

What She Did:

"I was the Promotions Intern at the Keeneland Association. While many of the events and efforts my department organized took me all over the grounds of Keeneland and elsewhere, the core of my position was centered around promoting horse racing trackside."

QUICK FACTS

Median salary for bachelor's degree in marketing in Southeast region: **\$44,094**

Expected growth of marketing manager jobs in Kentucky: **+5.1%**

Expected growth of marketing manager jobs nationally: **+8%**

GET INVOLVED: STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

Student Organizations:

- American Marketing Association
- Forte
- Gatton Ambassadors
- Future Business Leaders of America

Professional Organizations:

- American Advertising Federation
- Marketing Research Association
- Retail Advertising and Marketing Association
- National Association for Retail Marketing Services
- National Association of Sales Professionals
- American Association of Advertising Agencies
- Promotion Marketing Association
- Chief Marketing Officer Council
- Sports Marketing Association

WHO HIRES MARKETING MAJORS?



SAMPLE JOB TITLES

- Marketing Assistant
- Marketing Coordinator
- Marketing Associate
- Digital Marketing Manager
- Brand Ambassador
- Marketing Research Analyst
- Event Planner
- Media Buyer
- Social Media Marketing Specialist
- Supply Chain Analyst



How to Schedule a Career Counseling Appointment with the Graham Office:

1. Log into Handshake using your link blue credentials at <https://uky.joinhandshake.com/>
2. Select "Career Center", "Appointments", "Schedule A New Appointment", "BUSINESS MAJORS", chose your "Appointment Type" and click "Request"



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