



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

Career Planning & Placement

**CAREER PLANNING & PLACEMENT OFFICE**

# Marketing

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Career Information

## Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. It is an essential tool to any successful company because it creates a synergy to enhance the customers' understanding about one's company, products and services.

### Salary Trends in Marketing

Marketing Career	Median Annual Salary*
Marketing Specialist	\$61,290
Market Research Analyst	\$61,290
Advertising Manager	\$123,450
Public Relations Manager	\$101,510
Marketing Manager	\$123,450

Sources: U.S. Bureau of Labor Statistics Occupational Outlook Handbook, 2016-17 Edition

\*The salary information listed is based on a national average, unless noted. Actual salaries may vary greatly based on specialization within the field, location, years of experience and a variety of other factors. National long-term projections of employment growth may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

### What can you do with a degree in Marketing?

There are many directions students can take with a degree in Marketing. Students assume that marketing positions equal creative opportunities, however, many companies will outsource their creative projects to firms. Marketing can be very analytical; math is often a very important skill for those going into market research.

Did you know that the most common career for a recent marketing grad is sales? Many entry level jobs focus on sales in some way (account coordinator, business development manager, client services rep). Students should take advantage of these opportunities and not be afraid of these jobs. Some selling skills include being a problem solver, ambitious, team player, and good communicator. If you have selling skills, you will have the potential to continuously grow and move up and around within the company.

### Tips from Employers, Faculty, and Students

“Students must start early to actively take steps to pursuing their career. They should consider attending events and getting at least one to two internships in their field to help them get a full time position upon graduation.” – **WSU Marketing Department Chair**

“More people than you may think believe that jobs are just going to find them, and few ever put in the time to apply for opportunities that WSU and other resources provide. It's like playing the lotto.....If you don't play, you can't win.”

**– Marketing Alumni, Enterprise Program Management Consultant at Ford Motor Company**

“Take your math and most of your marketing classes early. This will help prepare you for an internship. You should also meet with Career Planning and Placement to help you figure out what your next steps are and then connect with people within your network.” – **Marketing Professor**

“Get involved, get involved, get involved! Involvement in a student organization provides you with out-of-the classroom experience and networking opportunities that you otherwise would have never experienced. It sets you apart from other candidates in a job interview.” - **Professional Development Trainee, Marketing, Robert Bosch**

**What Can I Do With This Major?**

Areas	Employers
<b>Advertising</b> Account Manager Media Planner/Buyer Copywriter Promotions/Event Planner	Advertising or marketing firm Agency/Client Profit and nonprofit organizations
<b>Banking</b> Commercial Lending Branch Management Operations	Commercial banks Credit unions Savings and loan associations
<b>Corporate Marketing</b> Brand Manager Product Manager Director of Marketing	Private and public companies/corporations
<b>Customer Relations</b> Customer Service	Businesses providing products or services to the public or to other organizations
<b>Research</b> Market Research	Management, scientific, and technical consulting firms Insurance companies Corporations
<b>Retail</b> Buyer Merchandising	Department and discount stores Super Retailers

Store Management	
<b>Sales</b> Industrial Sales Consumer Product Sales Financial Services Sales Services Sales Advertising Sales	Profit and nonprofit organizations Product and service organizations Manufacturers Financial companies Insurance companies

### Specialist Areas

The following list contains a representative sample of specialist areas and job titles of former graduates with a degree in marketing. Use this as an idea list and remember that it represents some, but certainly not all of the careers you might consider with a degree in marketing.

*For all positions listed, it is highly recommended that you obtain a marketing internship while you are still enrolled as a student. The majority of entry-level marketing positions are filled by previous interns at the organization.*

*Some specialist areas listed require education beyond a bachelor's degree.*

- Advertising and Branding
- Customer Service
- Database Marketing
- Direct Marketing
- Distribution
- Sales
- Events Planning
- Global Marketing
- Internet Marketing
- Market Research
- Promotions
- Public Relations
- Retailing

## Related Web Sites

### Job Listings:

#### Handshake

<https://wayne.joinhandshake.com>

Click on the blue Wayne State University Sign On box. Enter your WSU Academics ID and password. Update your account information and upload your resume.

#### Intern in Michigan

[www.interninmichigan.com](http://www.interninmichigan.com)

Review and apply to internship opportunities at various organizations throughout Michigan.

#### Marketing Jobs

<http://www.marketingjobs.com>

An online source that is exclusively used for searching Marketing positions.

#### Indeed

<http://www.indeed.com>

Reputable job search site with the option to select industry and specialization in various locations.

### **Local Advertising Agencies**

- Brandworks Detroit
- Brogan & Partners
- Campbell-Ewald
- Convergence Marketing
- Daniel Bryan Advertising
- Dialog Direct
- Doner
- Douglas Marketing Group
- Driven Communications
- Enlighten
- Global Team Blue
- Group 55 Marketing
- Mars
- McCann Erickson
- Perich Advertising
- Pure Energy Advertising
- Push 22
- Rebuild Group
- SMZ
- Trademark Productions
- Valassis

### **Top Marketing & Advertising Companies by Sales**

- Autotrader Com, Inc.
- Barkley Evergreen & Partners
- BBDO
- Bernard Hodes Group, Inc.
- J. Walter Thompson Worldwide
- Leo Burnett
- MDC Partners Inc.
- Monster Worldwide, Inc.
- Moroch Partners Inc.
- Ogilvy & Mather Worldwide, Inc.
- Omnicom Group Inc.
- Quad/ Graphics Inc.
- Saatchi & Saatchi Advertising Group, Inc.
- Scholastic Corporation
- Security Benefit Group, Inc.
- Servco Pacific Inc.
- The Interpublic Group of Companies Inc.

### **Local Market Research Companies**

- Arbor Advisors, LLC
- Ducker Worldwide
- ForeSee Results
- Gongos Research
- Intellitrends
- J.D. Power & Associates
- Market Strategies
- Morpace Inc.
- Optimization Group
- RDA Group
- Second to None, Inc.
- The Martec Group

### **Sales**

- Aflac
- AT&T
- Dynamic Advisory Solutions
- Enterprise Rent A Car
- Information Systems Resources
- Letica Corporation
- Mass Mutual
- New York Life
- Producers Choice
- Prudential
- Search Optics
- Sherwin Williams
- State Farm Insurance
- Total Quality Logistics
- Travelers

### **Career Planning & Information:**

[www.careers-in-marketing.com/](http://www.careers-in-marketing.com/)

Offers free information on key careers in business

[www.marketing.about.com](http://www.marketing.about.com)

Offers information on how to be successful in marketing

### **Organizations & Associations:**

#### **American Marketing Association**

<https://www.ama.org>

For information on joining the campus chapter, go to [www.business.wayne.edu](http://www.business.wayne.edu) then Current Students then Student Organizations

#### **American Advertising Federation**

[www.aaf.org](http://www.aaf.org)

For information on joining the campus chapter, go to [www.business.wayne.edu](http://www.business.wayne.edu) then Current Students then Student Organizations

#### **American Academy of Advertising**

<http://www.aaasite.org/>

## **WSU Mike Ilitch School of Business Contacts**

For questions about the Marketing major:

**Dr. John C. Taylor**  
**Associate Professor of Supply Chain Management**  
**Department Chair of Marketing and Supply Chain Management**  
**5201 Cass Avenue, Detroit, MI 48202**  
**300 Prentis Building, Wayne State University**  
**[taylorjohn@wayne.edu](mailto:taylorjohn@wayne.edu)**

Want to get involved on campus? - <http://business.wayne.edu/organizations/>

**American Marketing Association (AMA)- [WSUAMA@gmail.com](mailto:WSUAMA@gmail.com)**

**American Advertising Federation (AAF)**

For additional career information and job/internship assistance:

**Wayne State University Mike Ilitch School of Business**  
**Career Planning and Placement Office**  
**5229 Cass Avenue/ 240 Rands**  
**313 577-4781 [bizcareers@wayne.edu](mailto:bizcareers@wayne.edu)**