

WHAT CAN I DO

WITH A MAJOR IN . . .



MARKETING

What fields and careers could I pursue?

Graduates have gone into a variety of fields, including:

- Public Relations
- Advertising
- Marketing
- Development
- Customer Service
- Sales
- Human Resources
- Writing/Editing
- Public Opinion Research
- Management
- Media Sales
- Legislative Assistance
- Campaigning
- Teaching
- Student Support Services
- Research in Social Interaction
- Media Analysis and Research
- Nonprofit Communications
- Grant Writing

Here are some careers to consider, but there are MANY MORE!

- VP of Marketing
- Consumer Advocate
- Public Relations Director
- Publicist
- Brand Manager
- Market Researcher
- Marketing Associate
- Editor
- Salesperson
- Legislative Media Liaison
- Lobbyist
- Development Specialist
- Corporate Communications Specialist
- Communications Consultant
- Pharmaceutical Sales Representative
- Human Resources Consultant

What kinds of internships could I seek?

The possibilities are endless - make an appointment with our Internship Program Coordinator to learn more and plan for your own experience!

- Assistant Promotion Director, 102.9 Lite FM Radio/CBS Radio
- Marketing Communication Aide, 3M Company
- PR/Special Events Intern, Arthritis Foundation
- Sports Promotion Intern, Hamline University All Sports Camp
- Marketing Intern, International Dairy Queen
- Court Information Office Assistant, Minnesota Supreme Court
- Media Relations Intern, Minnesota Twins
- Event Management Intern, Park Nicollet Foundation
- Marketing and Communications Director, J Murphy and Associates
- Sales and Marketing Intern, Universal Music Group
- Marketing and Communications Intern, Minnesota Historical Society
- Director of Marketing, Nightowl
- Promotions Director, RCI Entertainment

Resources

Check out the "What Can I Do With This Major?" link at the bottom of this page: <http://bit.ly/HUmajors>

Job and Internship Search

- American Marketing Association Marketing Power: <http://jobs.marketingpower.com>
- Business Job Finder: www.careers-in-business.com
- Careers-in-Marketing.com: www.careers-in-marketing.com
- Executive and Management Job List: www.nationjob.com/management
- iHireMarketing.com: www.ihiremarketing.com
- iHireSalesPeople: www.ihiresalespeople.com
- Jobs4Sales.com: www.jobs4sales.com
- Marketinghire.com: <http://jobs.marketinghire.com/jobs>
- MarketingJobs.com: www.MarketingJobs.com
- Mediabistro.com: www.mediabistro.com/joblistings
- Washington Center Internships: www.twc.edu

Professional Resources

- American Advertising Federation: www.aaf.org
- American Association of Advertising Agencies: www.aaaa.org
- American Management Association: www.amanet.org
- Business Marketing Association www.marketing.org
- Direct Marketing Association: <http://thedma.org>
- International Association of Business Communicators: <http://mn.iabc.com>
- Marketing Research Association: <http://mnmra.org>
- Midwest Direct Marketing Association: <http://www.midwestdm.com/>
- National Association of Sales Professionals: www.nasp.com
- Public Relations Society of America: www.prsa.org
- Sales and Marketing Executives International: www.smei.org

General Interest

- Agency Compile: www.agencycompile.com
- Philly Ad Club: www.phillyadclub.com
- Small Business Administration: www.sba.gov
- The Business Journal: <http://triangle.bizjournals.com/triangle/index.html>
- Wet Feet Careers in Marketing: www.wetfeet.com/articles/career-overview-marketing

Next Steps

- Register for Handshake, Hamline's job and internship site, for more opportunities: <https://app.joinhandshake.com/login>
- Meet with a career counselor to discuss your career options and develop your resume
- Get involved and gain relevant experience with part-time jobs, internships, on campus activities, class projects and studying abroad