



SALEM STATE UNIVERSITY
CAREER SERVICES

Marketing

MAJOR CAREER GUIDE

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ACADEMIC INFORMATION

Follow this link to the Salem State University Marketing home page. Here you will find program information, degree options, course listings, events information and much more:

https://catalog.salemstate.edu/preview_program.php?catoid=38&poid=4470

WHAT CAN I DO WITH MY MAJOR?

Are you an Marketing major or are you considering Marketing as a major? Follow the link below to the “What Can I Do With My Major?” resource on the Salem State University Career Services web site:

<https://elearning.salemstate.edu/courses/939337/pages/what-can-you-do-with-your-major>

PROFESSIONAL ASSOCIATIONS

As in any profession, staying connected to professionals in your field is vital. Below are links to professional associations for Marketing professionals. Stay up to date with industry trends, connect with fellow Marketing professionals and utilize resources for job searching:

[American Marketing Association](#)

[Sales and Marketing Executives International](#)

[National Association of Sales Professionals](#)

[Business Marketing Association](#)

[Direct Marketing Association](#)

INFORMATIONAL INTERVIEWING

Informational interviewing is a method of gathering information about career options, industries and employers. It is an opportunity to learn about a particular job from someone already in the field. It is *not* a job interview, but it can help you learn about job opportunities and build your network for when the job search comes. This is an ideal chance to help you gain a more thorough understanding of a particular industry or job. It’s also a great way to determine “is this what I want to do?” and to learn about different paths others have taken to get where they are.

JOB SHADOWING

Another way to gain access and information to your industry of choice is by job shadowing. Job shadowing is an opportunity to follow a professional in your field for an agreed upon amount of time. Typically, job shadow experiences will last anywhere from one day to one week. Much like an informational interview, this is your opportunity to see firsthand a “day in the life” of a professional.

VOLUNTEERING

Volunteering is another great way to learn about what to expect when working in your industry. Similar to a job shadow, you will be able to see a “day in the life” of a professional while also contributing some of your own skills or services. Volunteering can give you a chance to gain new expertise and help you narrow down your specific interests in the field. Follow the links below to help you identify current volunteer opportunities:

<http://volunteer.nsuw.org/>

SAMPLE RESUME

Maria Marketer

50 Pond Street, Salem, MA 01970 | 978-555-5555 | mariamarketer@gmail.com

EDUCATION

Salem State University, Salem, MA

Bachelor of Science, Business Administration

May 20XX

Concentration: Marketing

GPA: 3.7

RELEVANT COURSEWORK

- Business Marketing, Special Topics Marketing, Marketing Research, Advertising, Marketing Management and Strategy, Sports Marketing, Consumer Behavior

RELATED EXPERIENCE

EXPEDIA, Boston, MA

20XX - Present

Marketing Associate

- Optimize content, rate and availability competitiveness on the Expedia sites
- Secure value-adds and promotional offers to support the brands' merchandising and marketing efforts
- Support Expedia's business development efforts through smooth onboarding of new hotel partners

PUMA, Westford, MA

20XX – 20XX

Marketing Performance Intern

- Supported Lifestyle team with processing vendor invoices, ordering partner seeding product and budget reconciliations
- Coordination of assets for marketing programs, including interaction with our in-house creative services team
- Regular consumer research on sportswear and fashion industry trends as well our competitive landscape

WORK EXPERIENCE

RED'S RESTAURANT, Salem, MA

Waitress

20XX – 20XX

- Provided efficient service to customers in a busy, fast-paced environment
- Answered questions and resolved concerns

SKILLS

Computer: Excel, Access, Power Point, Microsoft Office, Photoshop, Adobe Creative Suites

Social Media: Facebook, Twitter, Snapchat, Instagram, Pinterest

Language: Portuguese and English

INVOLVEMENT

American Marketing Association, Salem State University, Salem, Ma

20XX – 20XX

Student Member

The Log, Salem State University, Salem, MA

20XX – 20XX

Web Editor

SAMPLE COVER LETTER

Maria Marketer

50 Pond Street, Salem, MA 01970 | 978-555-5555 | mariamarketer@gmail.com

Date (i.e. January 1, 20XX)

Jessica Smith
Puma
57 Highland Ave
Boston, MA 01970

Dear Ms. Smith:

I am applying for the position of Central Marketing Coordinator recently advertised on your web site. As my resume indicates, I am presently employed as a Marketing Associate at Expedia and I have completed my Bachelor of Science in Business Administration with a concentration in Marketing from Salem State University. I believe that my skills and experiences make me a qualified candidate for the Central Marketing Coordinator position.

Your advertisement specified a need for someone with experience with consistent messaging and content development as well as experience in fashion and sportswear industry. For the past year, my work as a Marketing Associate has developed my online communication and marketing skills. As a result of my work as a Marketing Performance Intern, I have developed a level of efficiency needed to succeed in the fast-paced world of fashion and sportswear. My strong organizational skills and creativity will be a benefit while working in the Central Marketing Coordinator position at Puma.

I appreciate your time and look forward to talking with you further about the position of Central Marketing Coordinator. I welcome the opportunity to further discuss my qualifications and thank you for your consideration.

Sincerely,

Maria Marketer

Enc: Resume

SAMPLE COMPANIES

ALLEN ROCHE GROUP
AMERGENT
BLUEPOINT VENTURE MARKETING
CLEAR CHANNEL OUTDOOR
DUNKIN DONUTS
ENTERTAINMENT IMAGES
EVENT MARKETING GROUP
EXPEDIA
GATEHOUSE MEDIA
GREATER BOSTON EVENTS INC
H&R BLOCK
HARGER & HOWE ADVERTISING
LIBERTY MUTUAL INSURANCE
MCDUGALL INTERACTIVE LLC
NEW BUSINESS CONCEPTS INC
OASIS TECHNOLOGY PARTNERS INC
O'ROURKE HOSPITALITY MARKETING, LLC
PERFECTION CONSULTING
PROSPECTIV
PUMA
SHAWMUT COMMUNICATIONS GROUP
SINGLE SOURCE MARKETING
THE GOLD GROUP
THE NEW ENGLAND TEAM INC
WHITE RHINO PRODUCTIONS