



Thinking About Marketing as a Potential Career?

Fall 2009

MISSISSIPPI STATE UNIVERSITY
MARKETING PROGRAM

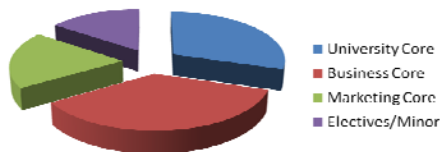
Volume 2, Issue 1

A Marketing Major is the Path to Future Success

INSIDE THIS ISSUE:

Path to Future Success	1
Salary Growth Information	1
Entry-Level Marketing Positions	2
Early Transition Positions	3
Selecting Career Tracks	4
Marketing Internship Opportunities	5
MSU Advantages	6

The Marketing Major at MSU



University Core – 36 hours required of everyone who earns an MSU undergraduate degree.

Business Core – 45 hours required of all business majors.

Marketing Core – 24 hours total, including 4 core courses and 4 electives selected to customize a student's program.

Electives/Minor – 19 hours selected to provide support for the marketing major or accommodate an additional minor.

To be successful in marketing, one needs to be a good communicator, critical thinker, and able to relate well with others. Marketers have good time-management skills, enjoy helping people make good decisions, and are self-motivated. Marketing is a great career for people who are not afraid to have their performance measured and who enjoy receiving rewards for their work.

According to the Bureau of Labor Statistics, marketing jobs requiring a bachelor's degree or higher will grow 2.2% per year. Advertising, marketing management, public relations, sales, and sales promotion manager positions are expected to increase faster than the average for all occupations through 2014.

The high demand for marketing personnel is based on several factors. More service firms, non-profit



Marketers are effective and enthusiastic communicators.

institutions, political candidates, and others are applying marketing principles. Deregulation of several major industries (such as banking, telecommunications, and transportation) has encouraged these industries to increase their market-

ing efforts. The rise in foreign competition and the attractiveness of many international markets are resulting in the expansion of many U.S. firms. Also, an increase in new technologies has created more marketing opportunities.

Approximately 20% of all Americans are employed in marketing-related positions. Thus, the number of possible marketing careers is enormous. Because of the knowledge of products and consumers gained in these jobs, marketing provides excellent training for the highest levels in the organization. More top executives have come out of marketing than any other area. At current count, 276 MSU marketing alumni are company presidents or CEO's.

Fastest Salary Growth In Business

Marketing salaries vary by company and position. Beginning salaries for a marketing graduate typically average \$40,800 per year according to a *Wall Street Journal* survey.

But salary is only one piece of a marketing graduate's compensation. Those starting in field selling positions are also provided with a company car, expense account,

generous travel expenses and incentive pay. Thus, total effective compensation can easily be worth \$50,000 or more.

In addition, salary increases typically come quicker for marketing personnel than for other business disciplines. The same *Wall Street Journal* study reported average mid-career marketing salaries at \$79,600, a

95% increase over the average first year starting salary.

This figure compared favorably to Accounting (67%), Finance (84%), Information Systems (67%), Management (68%), Education (49%), Psychology (68%) and other fields. Marketing careers provide excellent financial rewards.



MARKETERS NEED
STRONG
COMMUNICATION
SKILLS, AN UPBEAT
PERSONALITY, AND
PERSONAL
DISCIPLINE.



Selected Entry-Level Marketing Positions

There are many different entry-level positions available to the marketing graduate. Following are capsule summaries of a few positions in which MSU marketing grads can begin their careers. Salary information is from the *US Bureau of Labor Statistics*.

Market Analyst

A Market Analyst collects and analyzes data to evaluate existing and potential product and service markets. Analysts identify and monitor competitors and research market conditions or changes in the industry that may affect sales. Salaries typically range from \$35,493 to \$45,205. A Bachelor's degree with 0-2 years of field experience is typically required. Common traits of a Market Analyst include being detail and goal-oriented, as well as being able to articulate clearly and be exceptionally well organized.

Public Relations Specialist

A Public Relations Specialist prepares and disseminates information through newspapers, periodicals, television, radio and other forms of media. PR Specialists are responsible for public relations activities within communications departments of larger organizations, and responsibilities are similar to what account executives handle within PR agencies. Salaries range from \$31,764 to \$39,886. A Bachelor's degree with 0-2 years of field experience is typically required. Common traits of a Public Relations Specialist include strong communication skills, ability to articulate clearly both with the written and spoken word, ability to understand a variety of people, and self confidence.

Field Sales Representative

A Field Sales Representative contacts wholesale and retail buyers in a specified geographical area to interest them in their merchandise, explain how the products can reduce costs or improve sales, and answer specific questions and concerns. Sales Representatives make the preliminary contact with customers, introduce the company's product, and close the sale. After the sale, representatives may make follow-up visits to ensure that the product is functioning properly and may even help train customers' employees in proper use. Average salaries range from \$35,460 to \$71,650 in consumer products companies, and from \$45,630 to \$91,090 in industrial products companies. A Bachelor's degree with 0-2 years of experience is typically required for this position. Common traits of a Field Sales Representative include strong communication skills, upbeat personality, and strong personal discipline.

Assistant Store Manager

Assistant Store Managers are responsible for supervising, training and motivating store-level sales personnel to make sure that good service is provided to customers. This is normally a management-training position that prepares successful candidates for eventual store management positions. Although retail starting salaries have typically been lower than those in manufacturing or advertising, the gap is narrowing. Average salaries range from \$36,570 to \$48,102. A Bachelor's degree with 0-2 years of field experience is typically required for this position. Common traits of Assistant Store Managers include leadership and team-building skills, self-confidence, motivation, and decisiveness.

Buyer

Buyers are primarily concerned with merchandise selection and promotion in a retail setting. Buyers can also negotiate contracts for raw materials and purchased parts that meet engineering specifications in an industrial or business-to-business setting. Buyers cultivate long-term relationships with supply companies so that their firm can benefit from good products and good technical information to improve their competitiveness in the market. A technical background is useful in some purchasing positions, along with knowledge of credit, finance, and physical distribution. Average salaries range between \$35,023 and \$49,276. A Bachelor's degree with 0-2 years of field experience is typically required for this position. Common traits of Buyers include being detail-oriented, organized and analytical; and possessing good negotiation abilities.

Other Early-Career Marketing Positions

Advertising Manager

An Advertising Manager develops, implements, and manages the company's advertising strategy. The job requires initiating and managing agreements with advertising agencies, public relations agencies, photographers, on-screen personalities and promotional material suppliers. Salaries range between \$59,725 and \$87,010. A Bachelor's degree and 2 to 4 years of experience is typically required.

Account Executive

An Account Executive works for an advertising agency and maintains relationships and favorable contacts with current and potential advertising accounts. Account Execs develop relationships in order to acquire new accounts. Salaries range from \$50,929 to \$67,912. A Bachelor's degree and 3 years of experience is typically required.

Media Coordinator

A Media Coordinator is responsible for coordinating the purchasing of print space in newspapers and magazines, and broadcast time on radio and television for the clients of an advertising agency. They work with the media team to determine where to place ads based on the client's objectives and budgets. Average salaries range between \$36,579 and \$52,091. A Bachelor's degree with 2 years of experience is typically required.

Product Manager

Product Managers (also called brand managers) plan, develop, and direct the marketing efforts for a particular product. They are often responsible for coordinating activities of specialists in production, sales, advertising, promotion, research and development teams. Average salaries range between \$65,597 and \$87,169. A Bachelor's degree and 4 years of field experience is typically required.

Sales Manager

Sales Managers are responsible for interviewing, hiring, training and motivating sales representatives. They ensure that customers receive satisfactory service and quality goods, answer customers' inquiries, deal with complaints, and sometimes handle purchasing, budgeting, and accounting duties. Average salaries range from \$48,900 to \$94,670 per year. A Bachelor's degree with 4 years experience is typically required.

Product Development Manager

A Product Development Manager specializes in the development and planning of new products and services. Persons involved in product development must have skills and understanding in marketing research, sales forecasting, and promotional planning. Their mission is to successfully take a product from concept to commercialization. Average salaries range between \$62,085 and \$80,956. A Bachelor's degree or MBA with at least 5 years of field experience is typically required.

Market Research Manager

A Market Research Manager directs and coordinates activities concerned with marketing research and development of new concepts, ideas and applications for an organization. Market Research Managers plan research and development proposals and also conduct the research. Average salaries range between \$51,209 and \$95,494. A Bachelor's degree with at least 5 years of field experience is typically required.

Corporate Communications Manager

A Corporate Communications Manager creates, implements and oversees communications programs that effectively describe and promote the organization and its products. Communications Managers assist in the preparation of presentations and/or speeches geared toward employees or consumer groups. Average salaries range between \$62,023 and \$85,276. A Bachelor's degree with at least 7 years of field experience is typically required.



EVERY

ORGANIZATION

NEEDS MARKETING

PROFESSIONALS.

CAREER

OPPORTUNITIES ARE

WIDE-RANGING.





Selecting Marketing Electives Is Easy

The Marketing major requires four core marketing courses: MKT 3013 Principles of Marketing, MKT 4413 Consumer Analysis and Behavior, MKT 4533 Marketing Research and MKT 4813 Marketing Management. In addition to these core courses, there are four required electives. Together, this accounts for

a total of 8 courses or 24 credit hours of work.

In selecting which electives to take, it is a good idea to select courses that will assist you in progressing through your intended career path. Marketing graduates generally begin their careers in one of eight areas. Selecting the right

electives for your intended career path will increase your job opportunities and speed your advancement.

Look at the career paths listed below and identify where you see yourself heading. Use the suggestions in determining which electives you will take.

**SELECTING THE
RIGHT ELECTIVES
FOR YOUR
INTENDED CAREER
PATH WILL
INCREASE YOUR JOB
OPPORTUNITIES AND
SPEED YOUR
ADVANCEMENT.**

Career Track Choices in Marketing

Field Sales Track - Do you enjoy working with people to help solve problems? A field sales representative helps firms develop lasting relationships with customers by developing and presenting solutions to the problems customers face. A sales position offers benefits that are hard to match in any other field. Successful sales representatives get promoted to positions as sales managers, marketing directors and VP's of marketing. For additional information, please see Dr. Shu Chakrabarty, McCool 324C.

Good marketing electives for those choosing the field sales track include:

MKT 4113 Personal Selling MKT 4313 Physical Distribution
MKT 4143 Sales Management MKT 4613 Services Marketing

Retail Management Track - Do you enjoy informing others about the latest innovations in products and fashions? Retailing and e-tailing (on-line commerce) are fast growing and dynamic, and job opportunities are exceptional. Within retail management there are two choices. Store management positions give you the opportunity to design the display of merchandise and supervise employees to give good customer service. Buyer positions give you the opportunity to select the best merchandise and negotiate the price. With both tracks, you could find yourself CEO of a retail organization someday. For further information, please see Mr. Mike Goree, McCool 324R.

Good marketing electives for those choosing the retail management track include:

MKT 3212 Retailing MKT 4613 Services Marketing
MKT 4113 Personal Selling MKT 4313 Physical Distribution

Advertising and Sales Promotion Track - Ever have a desire to improve the way advertising runs on TV, radio, billboards or print? How about working to manage the rollout of new products and working to improve their perception? The core activities of those in the advertising career track is to take a product and construct advertising and promotional campaigns that get consumers excited about making the product their own. Starting as a public relations specialist, you could move up to positions of account executive, media coordinator and advertising manager on your way up the ladder. For additional information, please see Dr. Kevin Shanahan, McCool 324F.

Good marketing electives for the advertising track include:

MKT 4123 Advertising MKT 4113 Personal Selling
MKT 4213 Internet Marketing MKT 4613 Services Marketing



Supply Chain Management Track - Do you enjoy fast-paced action where quick decision-making is the key to winning? Positions in the transportation and logistics field make sure that goods and services are delivered where they are needed on time, while at the same time holding inventory and delivery costs low. Professionals in this field decide how to ship and where to ship, and opportunities are growing rapidly. After starting as a

Career Tracks in Marketing (Continued)

traffic analyst, you can move up to distribution manager or fleet director on your way to the top. For additional information, see Dr. Jason Lueg, McCool 324E.

Good marketing electives for those choosing supply chain management include:

MKT 3323 International Logistics MKT 4313 Physical Distribution
 MKT 4033 Int'l Transportation MKT 4333 Int'l Supply Chain Management

Product Management Track - Do you enjoy planning and organizing? Product managers work with designers, engineers and plant management to develop new products and services. Product managers are both strategic and tactical: strategic because they are responsible for positioning, assessing the competition, and thinking about the future; and tactical because they are in the field finding out what is happening on a daily basis. For additional information, please see Dr. Brian Engelland, McCool 324B.

Good marketing electives for those choosing the product management track include:

MKT 3933 International Marketing MKT 4213 Internet Marketing
 MKT 4123 Advertising MKT 4313 Physical Distribution

Marketing Research Track - Are you genuinely curious and like to solve puzzles? Marketing researchers figure out what people want and what drives them to buy. Marketing researchers combine statistics with insight into human behavior to help determine the size of markets and the potential sales of any new innovation. This field is booming with ever-improving data from places like check-out scanners and the Internet. For additional information, please see Dr. Cynthia Webster, McCool 324J.

Good marketing electives for those choosing the marketing research track include:

MKT 4213 Internet Marketing MKT 4123 Advertising
 MKT 3933 International Marketing MKT 4613 Services Marketing

Services and Small Business Track - Do you want to start your own business? There are many small business and franchise operations, especially in the retail and services sector, that are looking for new ownership. The essence of small business success is identifying and serving customers effectively, and that takes well-rounded marketing skills. For additional information, please see Dr. Joel Collier, McCool 324O.

Good marketing electives include:

MKT 3213 Retailing MKT 4123 Advertising
 MKT 4213 Internet Marketing MKT 4613 Services Marketing

Internships Provide Experiential Education

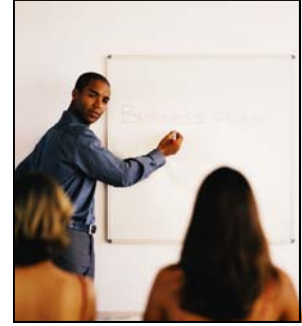
What are you doing this summer? Take an exciting marketing internship, learn about the real-world application of marketing, and earn college credit at the same time. Summer internships are available with the following companies:

Belk Department Stores
 Campus Special
 Cellular South, Inc.

Coca Cola Enterprises, Inc.
 Dillard's
 Disney World Enterprise
 Car Rental
 Fastenal
 Ferguson Enterprises
 Hol-Mac Corporation
 Lane Furniture
 L'Oreal
 Northwestern Mutual
 Financial Network
 St. Dominic's Hospital
 Target

Tennessee Valley Authority
 Tower Loan
 Trustmark
 University Directories
 Walgreens
 Wal-Mart
 Wise Alloys

For additional information about internship companies, see Rubye Guest in the Career Center, Montgomery Hall.



TAKE AN EXCITING
 MARKETING
 INTERNSHIP, LEARN
 ABOUT THE REAL-
 WORLD APPLICATION
 OF MARKETING, AND
 EARN COLLEGE
 CREDIT ALL AT THE
 SAME TIME.



Advantages to the MSU Marketing Program

- ▶ **Award-Winning Faculty.** MSU marketing faculty hold an amazing 37 different teaching awards at the college, university and national levels. That means that students enjoy exceptionally high-quality teaching.
- ▶ **Outstanding Course Availability.** MSU offers 18 different undergraduate marketing courses, more than any other university in the region. That means more options, more opportunities to learn the fine points of marketing, and more alternatives in building a workable course schedule.
- ▶ **Distinctive Career Options.** MSU offers outstanding flexibility in selecting marketing electives and minors for specific career tracks. Students can customize their program to prepare for a large number of diverse career paths, including field sales, retail management, advertising and sales promotion, transportation and logistics, product management, marketing research, small business and entrepreneurship, services marketing, and even professional golf management!
- ▶ **Tradition and Prestige.** Students feel pride in being part of a great program. The College of Business in which the marketing program is housed is internationally recognized – it's the first business school in the state and one of the first in the South. Marketing courses are offered in the new Seal Family Business Complex, a state-of-the-art classroom building and one of the best business facilities in the nation.
- ▶ **MSU's Career Center.** Students benefit from the fact that major companies really like our marketing graduates and come to campus each semester ready to hire more. MSU attracts and schedules more companies to visit campus than any other university in the state. And more companies recruit marketing students than any other major!
- ▶ **Rigorous Curriculum.** Students experience comprehensive coverage of the entire business discipline, as well as in-depth knowledge of the marketing field. Marketing majors demonstrate their superior preparation to prospective employers through performance on the MSU Marketing Proficiency exam, taken during the final semester. MSU students are assured of a quality education that is fully accredited by AACSB, the premier international business school accrediting organization.
- ▶ **Bulldog Spirit.** Students enjoy experiencing that tenacious "Bulldog Spirit" as they become part of a vibrant community of future business leaders. As students graduate, they can access MSU's large number of successful alumni who provide a "help network" for those making the transition from student to professional. MSU graduates hold leadership positions in companies all across the United States and around the world.

Selecting an Appropriate Minor

The Marketing major provides great versatility to the student who has a second area of academic interest and wishes to pursue a minor. Of the total 124 hours required for a marketing major, 19 of those hours are reserved for free or non-business electives. Since most minors require 18 hours (6 courses), marketing students can usually take a minor without extending their time on campus. Marketing graduates that have also earned a minor have a competitive advantage in the job market.

Excellent minors are available in many areas, including Apparel Merchandising, Banking and Finance, Biological Sciences, Communications, Human Development, Leadership, Psychology, and Sociology. For instance, a student with an interest in pharmaceutical sales may want to earn a marketing Major with a Biological Sciences minor; a student with an interest in department store retailing may want to earn a Marketing major with an Apparel Merchandising minor; or a student with an interest in investment banking may want to earn a Marketing major with a Banking and Finance minor.

Marketing also makes a great major for someone who wishes to go to law school. The Pre-law curriculum can be taken in lieu of a minor.

For students in other majors, there is a minor available in Marketing. The minor requires 18 hours (6 courses), of which six hours (2 courses) are required and 12 hours (4 courses) are electives. The curriculum is designed for flexibility so that students obtain a broad background in Marketing that can be customized to augment their preparation for a variety of careers. The Marketing minor is especially valuable for students with Science, Engineering or Communications majors who desire to pursue careers involving technology transfer or sales.

All students interested in a minor can pick-up a Minor Request Form from the College Academic Advising office, McCool 106.

Required Courses: MKT 3013 Principles of Marketing and MKT 4413 Consumer Analysis and Behavior.

Elective Courses: MKT 3213 Retailing, MKT 3323 International Logistics, MKT 3933 International Marketing, MKT 4033 International Transportation, MKT 4113 Personal Selling, MKT 4123 Advertising, MKT 4143 Sales Management, MKT 4213 Internet Marketing, MKT 4313 Physical Distribution Management, MKT 4333 International Supply Chain Management, MKT 4533 Marketing Research, and MKT 4613 Services Marketing.