

# MARKETING

## From Study to Skills

The marketing major provides students with a solid foundation in marketing principles and techniques. Marketing includes all activities that occur from the conception of an idea to the delivery of products or services. Marketing students will study consumers in local and international society and will utilize current technology in the marketing field. Marketing students are encouraged to complete an RSBS Internship during their junior or senior year or take an international study in marketing course, which include study trips to Argentina, Brazil, France, or South Africa.

Marketing graduates can find employment in the many areas of marketing, advertising, sales promotion, market research, distribution, sales, and retailing. They are employed by large businesses and industrial firms and smaller companies, private research organizations, and advertising agencies. Retail and wholesale trade, insurance, travel, and real estate are other areas where your training can open up job opportunities.

**Related Fields:** Business, Communications/Public Relations, Education, Law, Marketing Research, Public Administration, Real Estate

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## Skills and Abilities

**Research skills-** Students will learn quantitative and qualitative skills necessary to investigate and analyze customer behavior, competitors, and external groups affected by the marketing process. Students will also gain an understanding of product development, identify target markets, analyze society to identify business solutions, understand current trends in marketing, design research experiments, and collect data.

**Communication Skills-** Students will utilize persuasion, online communication, social media skills, clear written and oral communication skills, and learn to understand customer needs.

**Technology Skills-** Students will learn digital marketing strategy and analysis, ecommerce communication, traditional marketing communications media, and use SPSS software.

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## Internships

In the Past, Rutgers—Camden Marketing students have interned with the following employers:

Aflac  
Bella Rosa Productions  
Campus Philly  
Castle Windows  
DKD Productions, LLC  
Lamberti Restaurant Consulting  
NBC10, WCAU-Philadelphia  
Office of New Student Programs  
Riggs Investigative Services  
Rutgers University-Camden Athletic Department  
Subaru of America, Inc.  
The Philadelphia Business Journal  
The Press of Atlantic City  
The Wendy Williams Show

## What Careers Are Available For Marketing Majors

The following are samples of first jobs of Rutgers-Camden Marketing majors:

Associate Account Executive, The Media & Marketing Group

Business Manager, Department of Defense

Communications Coordinator, CDI Corporation

Interviewer, Maximum Research Inc.

Marketing Assistant, Virtua Health System

Marketing Associate, American Association for Cancer Research

Marketing Consultant, Comcast

Marketing Coordinator, J&J Snack Foods

Marketing Coordinator, The Garr Group

Marketing Executive, Borgata Casino

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## Graduate School Options

Rutgers- Camden Marketing majors have earned graduate degrees in many fields, including Business, Communications, Education, Law, Marketing Research, and Public Administration.

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## Resources

Consider joining a professional organization such as:

### American Marketing Association

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

### Marketing Research Association

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

### Sales & Marketing Services International

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

Or join the **Rutgers School of Business Camden Marketing Association, Ecommerce and Information Technology Society, or Student Government Association.**

Assist a faculty member with their research.

Visit RaptorLink for internship opportunities in your field of interest.

Connect with professionals in fields that interest you on LinkedIn.

### Career Center

Room 006 Campus Center, Lower Level

326 Penn Street

Camden, NJ 08102

856.225.6046

[careercenter@camden.rutgers.edu](mailto:careercenter@camden.rutgers.edu)

<http://cc.camden.rutgers.edu>