

## Career Center Services

The Career Center offers a comprehensive career development program beginning in a student's first year of college. Career counseling, resources and employment opportunities are provided to help students choose and prepare for a career and/or graduate/professional study.

### Services include:

- Career Counseling
- Graduate School Advising
- On-line Assessment Tools
- Career Resource Library
- Job Search Assistance
- E-Recruiting
- Internships
- On-Campus Recruiting
- Job Fairs
- Resume Critique Service
- Interview Training



## Career Center

Room 006, Lower Level Campus Center

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

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856-225-6046

856-225-6511 (fax)

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### Hours:

8:30 am —6:00 pm Mon. & Thurs.

8:30 am —4:30 pm Tues., Wed., Fri.

Access Jobs and Internships through the Career Center's e-Recruiting database

to setup an account go to:

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

click on "Jobs & Internships"

## CAREER CENTER

# Careers For Marketing Majors

Your Future Starts Here

**CAREER CENTER**  
**Lower Level, Campus Center**  
**856-225-6046**  
**[cc.camden.rutgers.edu](http://cc.camden.rutgers.edu)**

**RUTGERS UNIVERSITY**

**Camden Campus**

# What Can I Do With a Major in Marketing?

Marketing includes all activities that occur from the conception to the delivery of products or services. Marketing graduates can find employment in the many areas of marketing including product development, brand marketing, advertising, sales promotion, market research, distribution, sales, and retailing.

Marketing graduates are employed by large business 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.

While many marketing graduates will pursue careers in the private sector, others will find jobs in government agencies and non-profit organizations or go directly to graduate school. Regardless of your career choices, increase your marketability through internships, responsible work experience, good grades, and involvement in college activities.

## What Are RUC Grads Doing With Their Marketing Degree?

The following is a sample of first jobs of Rutgers-Camden Marketing majors:

- Marketing Coordinator, J&J Snack Foods**
- Sales Agent, Liberty Mutual**
- Marketing Assistant, New Life Management & Development**
- Management Trainee, Enterprise Rent-A-Car**
- Marketing Executive, Borgata Casino**
- Account Manager, Grainger Industrial Supplies**
- Marketing Coordinator, The Garr Group**
- Assoc. Account Executive, The Media & Marketing Group**
- Interviewer, Maximum Research, Inc.**
- Communications Coordinator, CDI Corp.**

Marketing majors choose to go directly into the workplace after graduation and others will decide to pursue a graduate degree. Rutgers-Camden Marketing majors have earned Masters and Doctorate level degrees in the following fields:

- Business**
- Communications/Public Relations**
- Law**
- Public Administration**
- Marketing Research**
- Education**



- Advertising Career Directory
- The Retail and Wholesale Industry
- I Wanna Be A Sales Rep.!
- Medical Sales Careers
- E-Advertising and E-Marketing
- Discovering Your Career in Business
- Career Guide to Sales & Trading
- Careers in International Business
- Top Careers for Business Graduates
- The Princeton Review, Complete Book of Business Schools.
- Peterson's MBA Programs
- Business School Essays That Make a Difference

## Join A Professional Organization

- (student Membership)
- American Marketing Association  
[www.ama.org](http://www.ama.org)
- Marketing Research Association  
[www.mra-net.org](http://www.mra-net.org)
- Sales & Marketing Services International  
[www.smei.org](http://www.smei.org)

## What Can You Do At Rutgers-Camden?

- Join a student group: Marketing Association, Ecommerce and Information Technology Society, Business Student Congress or one of the many other student organizations on campus.
- Do an internship in your field of interest
- Help a faculty member with their research.