

Marketing

MIT Careers Office ♦ 12-170 ♦ (617) 253-4733 ♦ <http://web.mit.edu/career/www/>

Overview

Marketing combines the arts of brand creation, management, and enhancement. Of strategic importance to a business, marketers work to shape the public perception of an organization and its products. They help their companies anticipate the needs of their target group of consumers, satisfy those needs, maintain relationships with customers whose needs have been met, and aggressively attempt to expand the organization's market share. Understanding the customer, what motivates him or her to buy a product, and using one's personal creativity and enthusiasm to appeal to that motivation is the core of a marketer's job.

Experience, Education, and Skills

Undergraduates with or without degrees in marketing can land entry-level jobs at market research firms. If you don't have a degree in business, an internship can be incredibly helpful in making you a suitable candidate for a marketing job. Chief marketing officers at larger organizations are expected to have an MBA, but entry-level marketers can still win promotions through consistently stellar performance. In this career field, you don't advance automatically; you earn your way up the corporate ladder by displaying exceptional creativity and performance.

In addition, marketers need a combination of talents to succeed in the business:

- Ability to conduct and analyze research
- Excellent oral and written communication skills
- Enthusiasm for the product being promoted and a good sense of consumer behavior
- Willingness to take risks and be adaptable
- Leadership, persistence, problem-solving, and creativity
- Ability to work effectively in a team setting

Job Search

The best way to get into marketing is by taking an internship. Firms in a variety of industries, such as public relations, advertising, and the high-tech and Internet world offer marketing internships. These are valuable experiences that give you an inside peek into a marketer's daily life. Internships are harder to come by at consumer-products companies, though, unless you're enrolled in an MBA. If a company doesn't advertise its marketing internship opportunities, your best bet may be to network or to contact firms directly.

With a combination of academic performance, internship experiences, and networking, you may be able to land an extra-level marketing position. It's also very important to join a professional association. Most of the marketing associations offer student rates and a plethora of opportunities to network with important marketers in the field.

When it comes time to apply for a job, remember that employers look for leadership, analytical skills, teamwork, and creativity. Successful applicants should have a strong undergraduate record (most companies look for candidates with a high GPA) and significant leadership experience in extracurricular activities. The more work experience, leadership, and teamwork (in a sorority or fraternity, community service organization, university club, or sports team) you can show, the better.

Marketing Continued

Salary

MIT Graduates <http://web.mit.edu/career/www/infostats/graduation.html>

Salary.com http://www.salary.com/salary/layoutscripts/sall_display.asp

SalaryExpert.com <http://www.salaryexpert.com>

Career Journal.com <http://www.careerjournal.com/salaryhiring>

Exploration Resources

Books

Careers in Marketing, by Lila B. Stair and Leslie Stair. McGraw-Hill, 2001.
Careers in Marketing and Market Research, 2006 Wetfeet Insiders Guide.
Wetfeet Inc., 2005.

Harvard Business School Guide to Careers in Marketing. Harvard University Press, 2002.

Opportunities in Marketing Careers, by Margery Steinberg. McGraw-Hill, 2005.

The 22 Immutable Laws of Marketing, by Al Ries and Jack Trout. Collins, 1994.

Vault Guide to Marketing and Brand Management (2007 Edition), by Jennifer Goodman. Vault Inc., 2006.

Web sites

Careers in Marketing <http://www.careers-in-marketing.com>

International Marketing Careers

<http://www.careeroverview.com/international-marketing-careers.html>

Marketing Career Paths and Descriptions

http://www.marshall.usc.edu/web/marketing.cfm?doc_id=2890

MarketingHire.com <http://www.marketinghire.com>

Marketing Journals <http://www.marketingpower.com/content15789.php>

MarketingJobs.com <http://marketingjobs.com>

MarketingProfes.com <http://www.marketingprofes.com>

Vault Industries: Marketing

http://www.vault.com/hubs/615/hubhome_615.jsp?ch_id=615

PROFESSIONAL ASSOCIATIONS

*American Marketing
Association*

<http://www.marketingpower.com>

Business Marketing Association
<http://www.marketing.org>

Direct Marketing Association
<http://www.the-dma.org>

Marketing Research Association
<http://www.mra-net.org>

WETFEET INSIDER GUIDES ON MARKETING

- Log in to your MonsterTRAK account.
- View the **Wetfeet Career Guides** (sponsored by Oracle) under Campus Links on the right side of the screen.
- Select **Download**.

MIT Resources

Alumni Association <http://alum.mit.edu/>

- Good resource for networking with alumni and locating internship, externship, and job leads.

Network of Sloan Undergraduate Women <http://web.mit.edu/nsuw/www/resources.html>

Sloan Undergraduate Management Association <http://web.mit.edu/suma/>

References: *WetFeet Insider Guides*, *Vault.com*, *careers-in-marketing.com*