

CAREER GUIDE - MARKETING

Marketing jobs are found in nearly all corporate, public sector, and non-profit organizations. Key areas include advertising, brand, digital, marcom, product, public relations, research, and sales. Segments are Business to Consumer (B2C) and Business to Business (B2B).

Career To Do List

First Year



- Take MGMT 1200, Career & Professional Development in your first or second semester

Sophomore



- Work with BCC on your resume and LinkedIn profile
- Explore career options with BCC and determine knowledge/experience gaps so you can fill them in your Junior and Senior years
- Join at least one student club and attend club meetings and events

Junior



- Take Marketing and business classes that will build on your career plan
- Fine-tune your resume with new project experience and attend a BCC Workshop
- Attend Career Fairs and Employer Spotlights; apply for internships (some summer internships are filled by December). Do not procrastinate
- Apply for a student club committee and help organize an event

Senior



- Consider an additional internship and fill experience gaps with academic projects
- Keep your eye on job postings and target employers and roles
- Update your resume and LinkedIn profile. Attend an Interview Prep Workshop, Employer Spotlights, and Career Fairs – develop your network and refresh your connections
- Apply for a student club leadership role; benefit from the experience and networking

ADDITIONAL MARKETING CAREER INFORMATION

www.ama.org | www.marketing.org | www.coloradoama.com

IN DEMAND SKILLS

Social & Web: Facebook, Google AdWords, LinkedIn, Instagram, Twitter, Hootsuite

Marketing Automation: Marketo, Eloqua

Marketing Analytics: HubSpot, Google Analytics, Facebook Insights, Web Trends, Omniture, Advanced Excel, SQL

CRM | Email: Salesforce, SendGrid, Responsys | **Research:** SurveyMonkey, Qualtrics

CMS: SharePoint, WordPress | **Languages:** Java, HTML, CSS | **Graphics:** Adobe Creative Suite, Photoshop

Digital Marketing Areas: PPC, SEO, SEM, Demand Generation

DIGITAL MARKETING RESOURCES – CERTIFICATIONS & INFORMATION

Professional Certified Marketer (PCM)

HubSpot Academy – Inbound, Email Marketing, Inbound Sales, Content Marketing, Social Media

<https://academy.hubspot.com/certification>

Google – Google Analytics, Google AdWords

<https://analytics.google.com/analytics/academy/>; Google AdWords (YouTube video)

Salesforce – Salesforce Platform, Marketing Cloud, Analytics

<https://trailhead.salesforce.com/modules>

Marketo – Great blog articles about Digital Marketing trends | CMO Nation – Articles and interviews

<https://blog.marketo.com> | <http://cmo.marketo.com> | <https://www.marketo.com/education/training/>

Facebook Marketing – www.facebook.com/blueprint

Twitter Marketing – <https://twitterflightschool.com>

Marketing Blogs – blog.bufferapp.com/newsletter | <https://marketingland.com> | www.contentmarketinginstitute.com



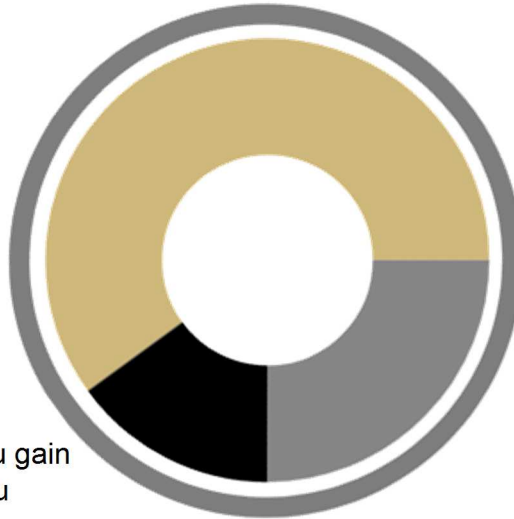
Preparation is Key to Career Success

Academic

Take great classes and complete projects in your area of emphasis. Work with your Academic Advisor to make sure you are on track. Use online resources for additional technical skills. Keep up with Digital Marketing trends.

Internships

Marketing internships will help you gain skills and get a great job when you graduate.



Career Prep

It is important to learn how to excel in the job search process. It will help you get the job you deserve and will help you throughout your career. Your first job will not be your last job.

MARKETING CLUBS

CU Denver Business School – Marketing Club (Highly Recommended)
Business Marketing Association (BMA) – Student Membership
American Marketing Association (AMA) – Student Membership

MARKETING JOB TITLES – EARLY CAREER

Assistant | Coordinator | Manager Titles

Account Executive
Advertising
Brand
Channel
Community Relations
Communications
Content Developer
Copywriter
Demand Generation
Digital Marketing
Email Marketing
Events
Field Marketing
Marketing
Marketing Research
Merchandiser
Product Marketing or Product Management
Public Relations
SEO/SEM
Social Media

MARKETING EMPLOYERS

Public and Private Corporations
Small Businesses
Startups
Marketing Agencies
Advertising, Brand, Design, Direct
Marketing Agencies
Digital, PR, Research, Social Media
Banks
Financial Services | Investment Services
Government Agencies and Universities
Non-Profit Organizations
Public Accounting Firms
Marketing Consulting Firms
Management Consulting Firms



BUSINESS SCHOOL
BUSINESS CAREER
CONNECTIONS