### 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 BUSN 1200, Career & Professional Development in your first or second semester
- 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

#### Sophomore
- 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

#### Junior
- 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

#### Senior

### ADDITIONAL MARKETING CAREER INFORMATION

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

### IN DEMAND SKILLS - TAKE ADVANTAGE OF LINKEDIN LEARNING (AVAILABLE FREE IN UCDACCESS)

**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

**Facebook Marketing** – www.facebook.com/blueprint

**Twitter Marketing** – https://twitterflightschool.com

**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