
Marketing

Career Information

University of Denver Career Center
(303) 871-2150 <http://www.du.edu/career>

An Overview...

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives. In order to satisfy buyers and sellers, marketing seeks to discover and fulfill the needs and wants of prospective customers.

Skills:

Ability to persuade/influence	Sales aptitude
Ability to solve problems	Ability to work well with others
Ability to conduct/apply the results of consumer research	Sound knowledge of marketing techniques and consumer needs
Ability to make sound decisions	

Some Professional Careers:

Account Executive	Insurance Agent	Sales Promotion Manager
Advertising Manager	Market Research Analyst	Sales Representative
Advertising Sales	Media Buyer	Sales Supervisor
Assistant Buyer	Merchandise Manager	Securities Sales Agent
Buyer	Package Designer	Stock Handler
Cashier	Personnel Specialist	Store Controller
Circulation Manager	Pharmaceutical Sales	Trade Sales Worker
Copywriter	Public relations Specialist	Traffic & Transportation
Customer Service Worker	Purchasing Agent	Travel Agent
Direct Salesperson	Real Estate Agent	
Director of Marketing	Retail Sales Worker	

Career Center Resources:

Visit www.du.edu/career and click on Careers Links for more information on careers in Marketing.

Hiring Organizations:

Advertising agencies	Insurance companies
Airlines	Investment firms
Banking firms	Manufacturing firms
Colleges/Universities	Market research firms
Communications companies	Media firms
Computer companies	Private industries
Department stores	Professional/Technical journals

Engineering companies

Hiring Organizations continued:

Health care employers

Hospitals

Publishing companies

Television organizations

Test-development companies

Professional Organizations:

American Advertising Federation
1101 Vermont Avenue NW, Suite 500
Washington, DC 20005-6306
(202) 898-0089 fax: (202) 898-0159
www.aaf.org
email: aaf@aaf.org

American Marketing Association
311 S Wacker Drive, Suite 5800
Chicago, IL 60606
1-800-AMA-1150 fax: (312) 542-9001
www.MarketPower.com
email: feedback@MarketPower.com

American Bankers Association
1120 Connecticut Avenue, NW
Washington, DC 20036
1-800-433-9013 fax: (202) 828-4540
www.aba.com/marketingnetwork

Direct Marketing Association
1120 Avenue of the Americas
New York, NY 10036-6700
(212) 768-7277 fax: (212) 302-6714
www.the-dma.org

Life Insurance Marketing & Research Association
P.O. Box 208
Harvard, CT 06141-0208
(860) 688-3358 fax: (806) 298-9555
www.limra.com

Marketing Science Institute
1000 Massachusetts Avenue
Cambridge, MA 02138-5396
(617) 491-2060 fax: (617) 491-2065
www.msi.org/
email: msi@msi.org

National Association of Sales Professionals
8300 North Hayden Road, Suite 207
Scottsdale, AZ 85258
(480) 951-4311 fax: (480) 483-2860
www.nasp.com

Public Relations Society of America
33 Irving Place
New York, NY 10003-2376
(212) 995-2230
www.prsa.org
email: hq@prsa.org

Sales & Marketing Executives International
PO Box 1390
Sumas, WA 98295-1390
(312) 893-0751 fax: (604) 855-0165
<http://smei.org>
email: smeihq@smei.org

Women in Advertising and Marketing
4200 Wisconsin Avenue, NW
Suite 106-238
Washington, DC 20016
(301) 369-7400
www.wamdc.org

Job Titles and Employers of DU Undergraduate Marketing Majors:

Job Title	Employer
Account Coordinator	Accenture
Account Executive	Ambassador Advertising
Account Executive	Allegiance Telecom
Assistant Circulation Manager	Cahners Business Information
Business Consultant	Accenture
Facilitator	Boys & Girls Club
Group Sales Coordinator	Horn Blower Cruises
Management Trainee	Enterprise Rent-A-Car
Marketing Analyst	Chef America
Marketing Coordinator	Six Flags Theme Parks
Marketing Manager	Vail Resorts
Marketing Representative	Venture Craft Group Inc.
Process Analyst	AT&T Broadband
Producer	KB Kids.com
Regional Sales Analyst	United Airlines
Sales Representative	Mountain Wine Distributing
Sales Representative	Kraft Foods
Security Consultant	O'Brien Consulting
Trainee Broker	Morgan Stanley Dean Witter
Assistant Retail Buyer	Bloomingdale's
Operations Manager	Eagle Trace Golf Club
Account Executive	Westword Newspaper
Development Associate	Opera Carolina

Job Titles and Employers of DU Graduate Marketing Majors:

Job Title	Employer
Assistant Account Executive	Magnani Continuum Marketing