



# Internship and Career Services Industry Guide: Marketing

## OVERVIEW

Many organizations and industries engage in marketing efforts in some shape or form. For example, a clothing company might want to launch a new advertising campaign, a consulting company might need to research what motivates shoppers to buy a particular product, or a charitable organization might need someone to orchestrate publicity to raise awareness for a particular cause. All of these marketing needs can be fulfilled by those in various marketing careers. Careers in marketing require knowledge of market research, consumer behavior, sales, visual arts, and general marketing.

Those interested in a career in marketing should have some of the following qualities:

- Ability to communicate thoughts, ideas, and information clearly and concisely both in writing and verbally.
- Recognize problems and devise an appropriate plan of action to resolve that problem.
- Organize and interpret complex data.
- Generate new ideas, and then take and organize those ideas and communicate them to various audiences.
- Devise strategies for communication and sales campaigns, and build strong relationships with customers or clients.

You can gain experience in your chosen career by participating in an internship or volunteering in service learning and community projects:

- Conduct marketing research for a Fortune 500 Company
- Spend time reviewing potential cost, price, and market research for service programs
- Learn how to research customer base potential using available data
- Design an advertising or promotional campaign to promote new services
- Develop a marketing plan for a global business

## CAREER PATHS

<b>Marketing Analyst/Associate/Assistant/Specialist</b>	People in these jobs may help collect and analyze marketing data and perform other administrative tasks as needed, all while gaining valuable experience in marketing.
<b>Marketing Research Analyst</b>	Market research analysts, managers, and directors are responsible for collecting information about the target market of a brand or product, and develop tools to analyze buyer behavior and forecast sales. They may be directly or indirectly involved in researching buyer preferences and behavior, conducting market research surveys or focus groups, and interpreting data for marketing teams and other departments.

### Advertising Manager

Individuals with strong planning and communication skills can excel in a career as an advertising manager. Advertising managers are in charge of communicating with clients, mapping out advertising strategies and timelines, preparing advertising budgets, and negotiating contracts for media placement. They often travel to trade shows and conventions, and to meet with clients to negotiate contracts.

### Meeting, Convention and Event Planners

Individuals with strong planning, organization and communication skills can pursue a career as a meeting or event planner. These jobs encompass planning conferences, conventions and special events. Companies may hire event planners to coordinate trade shows and other company events, organize meetings, and identify and secure venues that are ideal to provide exposure for the organization or to generate sales.

### Digital Marketing

The field of digital marketing is growing rapidly as more companies are focusing their efforts on online advertising and e-sales. Digital marketing professionals have advanced knowledge and specialized skills in the areas of search engine optimization (SEO), pay-per-click (PPC) advertising, content management, and web design.

### Public Relations Associate/ Manager/ Assistant

Public relations departments are in charge of managing communications with the media, consumers, and the public. Companies, non-profit organizations, government agencies, and educational institutions must all handle public relations to some extent, with each organization's unique needs dictating the focus and tasks of its public relations department. In general, individuals in these departments serve as spokespeople and liaisons, promote events or newsworthy developments, and generally work to ensure the company or organization maintains a positive image in the eyes of the public.

### Online Resources:

[Butler University Student Organizations](#)

[Butler University College of Communication Internships](#)

[Internship & Career Services: Guide to Professional Success PDF](#)

[Steps to Start a Career in Marketing \(gettinggrowth.com\)](#)

[Entry-Level Marketing Jobs for New College Grads \(thebalancesmb.com\)](#)

[Local Marketing Firms in Indiana \(upcity.com/local-marketing-agencies\)](#)

[Indianapolis Advertising Agencies \(agencylist.org/Indianapolis\)](#)

[Top Advertising/Marketing Firms in Indiana \(expertise.com\)](#)

[Monster-Marketing Careers Tips \(monster.com/marketing-careers\)](#)

[Marketing Job Titles \(thebalancecareers.com\)](#)

[Marketing Internships in Indiana \(internships.com/marketing\)](#)

[How to Land Your Dream Marketing Internship \(pr2020.com\)](#)

[Marketing Careers to Explore \(thebalancesmb.com\)](#)

[Marketing Job Descriptions \(allbusinessschools.com\)](#)