

MARKETING

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MARKETING PROFILE

According to the Bureau of Labor Statics, employment of marketing occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Employment growth will vary by occupation. Advertising, promotional, and marketing campaigns are expected to continue to be essential as organizations seek to maintain and expand their market share. Advertising, promotions, and marketing professionals will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products into the marketplace.

[WCSU Marketing](#)

[Occupational Outlook Handbook](#)

RELATED CAREER PATHS

The career paths listed below are only a sample of the opportunities one may consider. They have been taken from the Bureau of [Labor's Occupational Outlook Handbook](#) and the [O*Net Online](#). Some career paths may require additional education and training. To gain more understanding of the different career paths, take a look at [Candid Career](#), where you can watch testimonials of people doing exactly what you might want to pursue.



RELATED CAREER TITLES

Market Research Analyst/Consultant	Project Manager
Market Research Manager	Product Line Manager
Business Development Specialist	Client Services Specialist
Marketing Team Member	Advertising Representative
Sales Associate	Account Executive
Consumer Behavior Specialist	Marketing Planner
Media Buyer	Professional Seller
Business-to-Business Promoter	International Marketing Director
Marketing Director	Website Developers

RÉSUMÉ SAMPLES & HELP

For a guide, and list of sample résumés, please visit our virtual résumé tool at <https://www.wcsu.edu/careersuccess/resumes/>. This is where you will find sample résumés, download our fillable résumés template, and find the cover letter & résumé checklist to ensure you are on the right track. Whether you are applying directly to a person, or an applicant tracking system (ATS), there are things you will need to know for your résumé to be recognized by the company's database. Use the checklist we provide and always proofread for perfection. Remember, your résumés and cover letters are the first writing samples any employer will ever see from you. You need to make sure it is perfect. Don't risk it, and come visit one of our Career Peer Leaders, who can help you. We are available Monday through Friday, either virtually or in person, anytime between 9 am to 5 pm. If you would like information, or to set an appointment, please contact the Career Success Center at careersuccess@wcsu.edu.

JOB SEARCH ENGINES

Prepare for interviews, compare salaries and get company reviews with a free student account from [Glassdoor](#). Simply click the link and sign up with your student email address.

[American Marketing Association/Jobs](#)

[Employment Crossing](#)

[Flex Jobs](#)

[Marketing Crossing](#)

[Mashable Jobs](#)

[Recruiter Media](#)

RESEARCH RESOURCES

[Careers in Marketing](#)

[O*Net Online](#)

[TechCrunch](#)

[VentureBeat](#)

SALARY INFORMATION LINKS

[All Business Schools](#)

[Orbit Media Studios](#)

[Salary.com](#)

[Simply Hired](#)

WHAT YOU CAN DO NOW

Join a professional accounting society or association – See list below

Join [WCSU's Marketing Club](#)

Volunteer for WCSU's Vita Program

Volunteer for [Junior Achievement](#) in your community

ASSOCIATIONS

Professional associations are a great way for college students, recent graduates, and career changers to enhance personal and professional development while being provided endless networking opportunities. Being a member of an association also offers chances to attend conferences, learn about latest industry trends, scholarships, internship opportunities, along with attitudes and competencies expected in the industries of interest. Many associations encourage students to participate and even offer drastically reduced membership rates. Being a member of an association could be the best thing you do for your career.

[Ad Club of Connecticut](#)

[Academy of Marketing Science](#)

[American Academy of Advertising](#)

[American Marketing Association](#)

[Association for Consumer Research](#)

[Association for International Product Management](#)

[Business Marketing Association](#)

[Direct Marketing Association](#)

[E Marketing Association](#)

[Internet Marketing Association](#)

[Promotion Marketing Association](#)

