

# Smeal College of Business

## Marketing Department



## 2021-2022 Career Resource Packet

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# Recruiting Resources

- The Smeal College Business Career Center offers many [Career Resources](#). These resources are very helpful in giving students a place to begin when it is time to start thinking about a career after graduation.
    - [Interviewing tips and sample questions](#)
    - How to Navigate [Virtual Interviewing](#)
    - [Using Brazen for Virtual Career Fairs](#)
- 

## Other Ways to Start Your Career

- Getting a job with organizations that are not involved with the Business Career Center and other Penn State Career resource requires a pro-active plan. This plan should be supported by guidance and counseling from the career resource staff, faculty advisors, and mentors. A pro-active plan is particularly important if the job search focuses on certain markets such as fashion, entertainment, sports, media, and advertising.
- Steps include getting advice and making a plan focused on specific goals and objectives. Personal contacts, including family and friends, should be engaged. Lists of companies can be developed and then cross-listed with family and friends.
- Penn State Alumni, including student organizations, can extend the network. [Lion Link](#) is one resource as is the [Blue and White Society](#) of the Alumni Association, which enables you to gain access to a massive alumni database of contacts.

# Informational Events

## Annual Events

### Fall Semester

- [Fall Career Days](#)
- [#Mega Fair](#)
- [Involvement Fair](#)

### Spring Semester

- Spring Career Days – SP22 TBD



For more details on all events, visit the [Smeal Career Connections](#) website.



# Career Options

## Curriculum Tracks and Associated Courses

\*Students may also choose the General Marketing Track (no specialty)

		Business Development & Sales Specialty*							
		Entry Level Jobs							
		Territory Sales	Commercial/Retail Sales	Retail Manager	Retail Buyer	Service Team Leader	New Business & Development	Account Executive	Account Executive (Sports)
<b>Courses</b>	<b>Skill Building Courses</b>								
	<b>Pick 2</b>								
	327   Retailing		X	X	X	X			
	410   Personal Selling	X	X	X	X	X	X	X	X
	426   Business Marketing	X			X		X	X	
	428   Advanced Sales Management	X	X	X		X		X	X
	440   Services Marketing		X	X		X	X		X
	<b>Industry-Relevant Courses</b>								
	<b>Pick 1</b>								
	422   Advertising & Promo	Pick 1 course based on industry of interest							
	442   Sustainable Behavior								
	443   Sports Marketing								
445   Global Marketing									
473   Digital Marketing									

\*Students may also choose the General Marketing track (no specialty)

Highlighted cells indicate that class is tailored to that specific career path

		Strategic Insights & Analytics Specialty*						
		Entry Level Jobs						
		Brand & Product Manager	Consultant	Marketing/Brand Analyst	Retail/Allocation Analyst	Marketing Strategist	Marketing Communications Specialist	Sports Marketing Associate & Sponsorships
<b>Courses</b>	<b>Skill Building Courses</b>							
	<b>Pick 2</b>							
	437   Advanced Retailing				X	X		
	472   Strategic Brand Management	X	X	X		X	X	X
	474   Marketing Analytics	X	X	X	X	X	X	X
	449   Sports Bus. Marketing Strategy					X		X
	495A   Prime Practicum	X	X	X	X	X	X	
	<b>Industry-Relevant Courses</b>							
	<b>Pick 1</b>							
	422   Advertising & Promo	Pick 1 course based on industry of interest						
	442   Sustainable Behavior							
	443   Sports Marketing							
445   Global Marketing								
473   Digital Marketing								

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# Career Options

## Salary Statistics

- According to an economic news release (May 2020) by the U.S. Bureau of Labor Statistics on National Employment and Wage Data, <https://www.bls.gov/news.release/ocwage.t01.htm>, In the areas of advertising, marketing, promotions, public relations, and sales managers, the annual mean wage is \$148,740 overall; the mean wages in different areas are shown as follows:
  - Advertising and Promotions Managers - \$147,560
  - Marketing Managers - \$150,400
  - Sales Managers - \$147,580
  - Public Relations and Fundraising Managers - \$135,580
- Employment of advertising, promotions, and marketing managers is expected to grow 10% (Faster than average) from 2020 to 2030, as reported in Occupational Outlook Handbook (2021 Edition), <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

## Smeal Marketing Graduates

- Average starting salary of 2019-2020 Smeal Marketing graduates: \$56,358.
- After college breakdown (2020 graduates): 77% full time employment, 18% still seeking, 3.5% further education, <1% entrepreneurship, <1% public service.
- Top five hiring companies of 2019-2020 for Marketing graduates:
  - Amazon
  - Burlington
  - The Hershey Company
  - Mars Incorporated
  - Oracle
- Top hiring companies for internships of 2019-2020 for Marketing graduates:
  - Altria
  - Hilit
  - Johnson & Johnson
  - Kohl's
  - Mars Incorporated
  - The Pennsylvania State University
  - Polaris
- [Spotlight on Marketing Alumni](#)

# Resources

## Organizations

### American Marketing Association (AMA)

The AMA has been in existence for over six decades. It is one of the largest professional associations for marketers, with over 30,000 members. You can join AMA as a Collegiate member for \$50/year and the collegiate chapter dues. Your membership dues give you access to some of the best resources. They include all access to the AMA Web site, which provides various publications, case studies, articles, and reports. You also have access to tons of professional development activities, including special interest groups, conferences, and the tools to become a certified marketer. Once you have graduated, if you have a Collegiate membership, you are eligible for a Young Professional membership for \$105/year for up to three years after graduating.



### Penn State American Marketing Association (PSAMA)



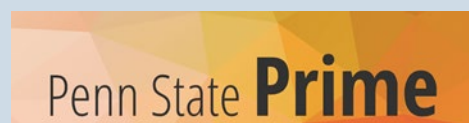
PSAMA is a wonderful opportunity for students to network with companies and gain hands-on marketing experience (e.g., in sports marketing, fashion, retail, advertising, etc.) In the past, students have received jobs as a direct result of PSAMA contacts. Please visit the PSAMA webpage to learn more about this award-winning group: <https://www.wearepsama.com/>. PSAMA Faculty Advisor: Franklin Carter, [fjc11@psu.edu](mailto:fjc11@psu.edu), (814) 865-1518.

### Blue & White Society

The Blue & White Society is the student membership of the Penn State Alumni Association and offers many benefits to students. The Blue & White Society members organize and participate in many large-scale campus events each year, enjoy discounts, and have access to the online directory of more than 658,491 Penn Staters around the world. For more information about the Blue & White Society, visit <http://alumni.psu.edu>. The current fee is \$15 for students to join.



### Penn State Prime



Penn State Prime gives students the opportunity to gain hands-on project management skills in the areas of advertising and brand marketing. For more information, visit <https://sites.psu.edu/prime/>.



# Resources

## Penn State Resources

### Faculty Advisors

Your faculty advisor is located on the fourth floor of the Business Building. These advisors can give you help regarding career choices as well as what courses and/or minor might fit your potential career interest. They can also help you to prepare for graduate school and give you feedback on your resume.



### Academic Advisors



Your academic advisor is located in the Undergraduate Programs office in Room 202 in the Business Building. The advisors there are able to help you understand what requirements you need to graduate, give you ideas for your 2-piece sequence, and act as a character reference on your behalf. They are also able to answer questions regarding your degree audit and help you with any personal issues you may be dealing with.

Reach the office at (814) 863-1947.

### Bank of America Career Services Center

The Bank of America Career Services Center offers a wealth of career resources just a short walk from the Business Building. It offers one of the largest interviewing programs in the country as well as job listings, drop-in career counseling, employer information sessions, career/resume workshops, mock interviewing, and an extensive career library.

Reach the center at (814) 865-2377.



### Smeal College Business Career Center

Smeal College Business Career Center (<http://ugstudents.smeal.psu.edu/careers/>), located in 114 Business, is your gateway to internships and careers. It offers resources such as an online job posting system, on-campus interview scheduling, resume reviews, mock interviews, cover letter/thank you letter assistance, job search strategy, and networking opportunities.

Reach the office at (814) 863-2150.



# Resources



## Career Resources & Books

### Job Related Web Sites

- Careers-in-Marketing ([www.careers-in-marketing.com](http://www.careers-in-marketing.com))
- Hot Jobs ([www.hotjobs.com](http://www.hotjobs.com))
  - Select the “Job Search” tab then select either “Advertising/Public Relations Jobs” or “Marketing Jobs”.
- Marketing Jobs ([www.marketingjobs.com](http://www.marketingjobs.com))
- Marketing Power ([www.marketingpower.com](http://www.marketingpower.com))
  - The Website from the American Marketing Association includes a job bank and career resources.
- Marketing Recruiters ([www.marketingrecruiters.com](http://www.marketingrecruiters.com))
  - The national executive search firm specialties in placing clients in marketing, marketing research, brand management, or sales promotion.
- Nation Job: Marketing & Sales Job Page ([www.nationjob.com/marketing/](http://www.nationjob.com/marketing/))
- O’Connell Group ([www.oconnellgroup.com](http://www.oconnellgroup.com))
  - This is a Website for a contingency consumer packaged goods recruiter.
- The Riley Guide ([www.rileyguide.com](http://www.rileyguide.com))
  - From the “A-Z Index,” you may select “Marketing: General Jobs” or “Marketing: Industry-Specific Jobs”.
- Yahoo! Careers: Job Search (<http://careers.yahoo.com>)

Title	Publication Location	Call Number
The Advertising Red Books: Agencies	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5805.S72 Jan.2008
The Advertising Red Books: Advertisers & Agencies	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5805.S7222
AMA Members and Marketing Services Directory	Business Reference, 3 <sup>rd</sup> Floor Paterno <a href="http://www.marketingpower.com/pages/default.aspx">www.marketingpower.com/pages/default.aspx</a>	HF5415.D505 2004
Bacon’s Newspaper Directory: Directory of Magazines, Newsletters	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5903.B33 55 <sup>TH</sup> .ed. 2007
Bacon’s Newspaper Directory: Directory of Daily and Weekly Newspapers, News, Services, Syndicates	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5903.B336 55 <sup>TH</sup> .ed. 2007
The Direct Marketing Market Place	Business Reference, 3 <sup>rd</sup> Floor Paterno	HF5415.I.D57
Green Book	Business Reference, 3 <sup>rd</sup> Floor Paterno	HF5415.2G69
O’Dwyer’s Directory of Public Relations Executives	Reference Collection, Social Sciences Library	HD59.0353 1998
O’Dwyer’s Directory of Public Relations Firms	Reference Collection, Social Sciences Library	HM263.O37 2007

# Resources - Faculty Areas of Expertise

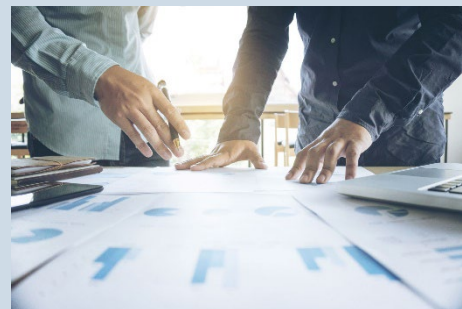
Faculty Member	Career Areas	Companies	Highest Degree From
<b>Baumgartner, Hans</b>	Consumer Behavior, Research Methodology		Stanford University
<b>Bolton, Lisa</b>	Consumer Behavior, Market Research, Health Care	Health Care Industry (Hospitals and Pharmaceutical Companies)	University of Florida
<b>Carter, Franklin</b>	Pharmaceutical Marketing, Sales Management, Diffusion of Innovation	Pfizer Pharmaceuticals, Bristol Myers Squibb, Carnation Nutritional Products	Carnegie-Mellon University
<b>Checchio, Matthew</b>	Marketing Management, Marketing Strategy, Digital Marketing and Media, Sports Marketing	Penn State Intercollegiate Athletics, State College Spikes, Learfield Sports, CBS Sports, NBC Sports, Multiple professional sports teams, Amazon, Google, Meltwater, Comcast	Drexel University
<b>Christenson, Brett</b>	Consumer Behavior, Digital Marketing and Media, Sports Marketing	Anschutz Entertainment Group, LA Kings, FC Dallas, ReachLocal, Harrah's Entertainment, Drucker Labs	University of Alabama
<b>Coupland Chang, Jennifer</b>	Advertising Industry, Brand Management	Jordan McGrath Advertising, Nike (Social Responsibility Division), Elmer's, Unilever, Johnson & Johnson, Reckitt Benckiser	Northwestern University
<b>Ding, Min</b>	Pharmaceutical Industry, New Product Development		University of Pennsylvania
<b>Dommer, Sara</b>	Advertising, Public Relations, Marketing Research		University of Pittsburgh
<b>Fong, Duncan</b>	Marketing Research, Forecasting, Supply Chain Management	Minitab, SPSS, Diagnostics Plus, Google	Purdue University
<b>Hammond, Chelsea</b>	Marketing Research, Marketing Analytics	Acturus, Cigna, Forrester Research, Ipsos, Kantar, Landit, Phronesis Partners, Research Now, Simmons Research, The Hartford, Travelers	University of Connecticut
<b>Hurvitz, Fred</b>	Services Marketing, Retailing & Sales Management, Marketing Strategy	TJX, Dicks Sporting Goods, Burlington, Target, Kohl's Department Stores	Pennsylvania State University
<b>Kankanhalli, Shreya</b>	Marketing research, development economics		Stanford University
<b>Liechty, John</b>	Bayesian Statistics, Marketing Research, Investment Banking	Morgan Stanley	Cambridge University
<b>Lilien, Gary</b>			Columbia University
<b>Melessa, Sean</b>	Digital marketing, analytics, advertising, public relations		University of Wisconsin
<b>Meloy, Meg</b>	Consumer Behavior, Decision Making Biases, Food Industry Management	The Franklin Mint, Steinway	Cornell University
<b>Pagiavlas, Sotires</b>	Marketing Strategy, Digital Marketing		University of South Carolina
<b>Petersen, J. Andrew</b>	Marketing Management, Marketing Strategy		University of Connecticut
<b>Rangaswamy, Arvind</b>	Marketing Analytics, Digital Marketing	IBM, SAP, Xerox, Abbott Labs, Cigna, Johnson & Johnson, Pfizer	Northwestern University
<b>Roth, Jennifer</b>			Penn State University
<b>Slot, Johanna</b>	Marketing Strategy, Interfirm Relationships, New Product Development	ASML, Netherlands Aerospace Laboratory, Ordina Management Consulting, Swagelok	Tilburg University
<b>Winterich, Dave</b>	Consumer Behavior, Marketing Research, Logistics Services	C.H. Robinson Worldwide Inc., Pittsburgh Logistics Services, Tracy Locke (Dallas)	Texas A&M University
<b>Winterich, Karen</b>	Consumer Behavior, Non-Profit Groups, Socially Responsible Marketing, Sustainability	Non-Profit Groups	University of Pittsburgh
<b>Wuyts, Stefan</b>	Marketing Strategy, B2B Marketing, Social Networks		Erasmus University
<b>Zhong, Ning</b>	Social Media Analytics, Digital Marketing, Customer Relationship Management	Manufacturing Industry Financial Industry	Emory University

# Resources

## Industry Information

### Websites Listing Industry Information

- <http://www.hoovers.com>
- <http://www.careers-in-marketing.com>
- <http://www.libraries.psu.edu>



### Professional & Trade Association Websites

- American Marketing Association (<https://www.ama.org/Pages/default.aspx>)
- Sports Business Journal ([www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com))
- Association for Women in Communications (<http://www.womcom.org>)
- Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org))
- Marketing Research Association (<https://www.insightsassociation.org/>)

### Other Useful Resources

- Marketing Resource Guide (<http://guides.libraries.psu.edu/marketing>)
- International Marketing Resource Guide (<http://guides.libraries.psu.edu/international-business>)
- Career Information Resource Guide (<http://guides.libraries.psu.edu/career-resources>)

## Suggested Readings

Title	Author	Location	ISBN/Call Number
Brand Leadership: The Next Level of the Brand Revolution	Aaker, David	3 <sup>rd</sup> Floor Paterno	978-0684839240 HD69.B7A215 2000
Predictably Irrational	Ariely, Dan	1 <sup>st</sup> Floor Pattee, West Wing Leisure Reading Collection	978-0061353239 BD448.A75 2008
Marketing Services	Berry, Leonard	3 <sup>rd</sup> Floor Paterno	
The Innovator's Solution	Christensen, Clayton	3 <sup>rd</sup> Floor Paterno	978-1578518524 HD53.C495 2003
Blink: The Power of Thinking without Thinking	Gladwell, Malcom	5 <sup>th</sup> Floor Paterno	978-0316172325 BF448.G53 2005
The Tipping Point: How Little Things Can Make a Big Difference	Gladwell, Malcom	2 <sup>nd</sup> Floor Paterno	978-0316346627 HM1033.G53 2002
Made to Stick: Why Some Ideas Survive and Others Die	Heath, Chip	2 <sup>nd</sup> Floor Paterno	978-1400064281 HM1033.H43 2007
Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant	Kim, Chan	3 <sup>rd</sup> Floor Paterno	978-1591396192 HF5415.153.K53 2005
Competitive Strategy: Techniques for Analyzing Industries and Competitors	Porter, Michael	3 <sup>rd</sup> Floor Paterno	978-0684841489 HD41.P67 1998

# Skills



## Business Skills

- Marketing
- Managerial Accounting
- Managing People Skills
- Basic Finance
- Information Technology Understanding



## Personal Skills

- Assertiveness
- Initiative
- Maturity
- Energy
- Trainability



## Process Skills

- Oral Communications
- Written Communications
- Teamwork
- Leadership
- People Skills
- Negotiation



## Analysis Skills

- Business
- Industry
- Market
- Product
- Customer/ Competition

## What Employers Are Looking For

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### Skills & Qualities Employers Find Important\*\*

- Honesty/Integrity – 83%
- Analytical Problem Solving Skills – 77%
- Adaptability to a Changing Environment – 66%
- Ability to Take a Leadership Role – 58%
- Computer Skills – 56%
- Sensitivity to Diversity – 55%
- Creative Ability to “Think Outside of the Box” – 54%
- Sensitivity to Ethical Issues – 51%
- Ability to Apply Knowledge from “Major Field” – 48%
- Presentation Skills – 48%
- Ability to Think Strategically – 45%



\*\*Based on results of employers polled\*\*

# Skills

## Top 10 Traits Looked for When Hiring

### 1. Lots of Energy

- Simply put, some people have it and some people don't, but know that prospective employers notice if you've got it.

### 2. Ability to Channel Your Anger/Energy into Your Work

- Working hard is just that...hard. But be careful, employers are looking out for the person who portrays him/herself as the "overly" hard worker because it often times they are lazy. Know that any work to a lazy person is hard work.

### 3. Work Ethic/Motivation

- Be ready to show the interviewer how you motivate others, where you draw your motivation from, and how you got to where you are today. A lot of what happens to us is in the past molds our work ethic and motivation into what it is now. Be ready to share those experiences.

### 4. Emotional Maturity

- Three things will let an employer know how mature you are: judgement, finances, and the number of past employers and how you left those jobs.
- **Judgment** - How do you handle yourself in business affairs? Are you looking for a quick fix or something a little more long term?
- **Finances** - Do you live within your means? Can they trust you to be in on discussions regarding the company's finances?
- **Number of Past Employers** - Have you left your jobs in a responsible manner? Are you bad-mouthing old employers in front of the prospective employer?

### 5. Motivation to Finish Tasks

- Employers are looking for people who are goal oriented and not afraid of a little bump in the road. They will be looking for cues such as finishing your degree, writing and publishing an article you wrote, or something as simple as overcoming adversity to get to college.

### 6. You Are Not Just Looking for a Paycheck

- If you are not really interested in the company or what they do, it will reflect in your work. Employers will be able to tell because, more often than not, you will not put your best foot forward and you will grow resentful towards your peers and your boss.

### 7. Loyalty to the Company/Cause

- You don't have to agree with everything the company does or believe that they do no wrong, but you should share common goals and ideals. The backbone of the company should be in line with you and your beliefs.

### 8. Compatibility/Teamwork

- Individuals will make up your future work environment, but it is the team who will create the culture within your workplace. The "go-getter" attitude is much better suited for a team environment and won't go unnoticed while you interview because you tend to attract people like yourself. But remember, the opposite is also true: the bad will drive out the good.

### 9. Professional Appearance

- Remember that, when going on interviews, you are essentially "on stage" and therefore are being watched almost from the time you step on the property. If you arrive in everyday clothing, it lets the employer know that you have virtually no concept of corporate awareness and how you will fit into the company.

### 10. Organizational Skills

- When talking about organization, it pertains to everything from how your desk looks to tackling a large project that needs a little TLC (tender-loving care). If your desk is disorganized, it doesn't mean that you aren't capable of doing your job, but that is the impression that it gives off. Don't be afraid to show that you have taken on a project in need of organization. It shows the employer more than just your organizational skills.

# Skills

## Top 10 Issues You May Run Into

### 1. Increased Competition

- **What it Means** - College is no longer inaccessible to people. With the financial aid options that are available at most colleges and universities, anyone can have the opportunity to get a higher education.
- **How to Deal** - There has to be something about you when you apply for jobs that sticks out. Make yourself noticeable.

### 2. Little or No Work Experience

- **What it Means** - Because higher education is so available, you need to make sure that you are doing everything you can to get the experience you need in the field you are interested in.
- **How to Deal** - Check into doing internships, working summer jobs, and most importantly, don't be ashamed to take a job that may seem "beneath" you. Remember, a job just might get you where you want to be. Don't assume your degree will be enough.

### 3. No Skills

- **What it Means** - Sometimes, lack of experience may seem like it means lack of skills.
- **How to Deal** - Everyone has to be good at something. You need to figure out what that something is for you and know how to capitalize on it.

### 4. Lack of Networking

- **What it Means** - Do you think that your knowledge will get you to where you want to go? Fact is, you're most likely wrong. Networking is probably one of the most important things you can do to help further your career.
- **How to Deal** - Go to different networking events around campus make tons of friends, and meet with career counselors.

### 5. No Preparation on the Resume & Cover Letter

- **What it Means** - First impressions are important and, believe it or not, your resume is your first impression, not the first time you meet your interviewer.
- **How to Deal** - Always make sure someone proofreads your resume and cover letter. You know what it is supposed to say, other people don't.

### 6. No Interview Skills

- **What it Means** - Don't think that because you can talk to anyone, you will be able to walk in and breeze through an interview. Interviewers purposely ask you hard questions and are waiting for you to make a mistake or back pedal.
- **How to Deal** - Know your stuff. Not only about yourself, but also about the prospective company. Researching the company and being able to talk intelligently to the interviewer about it will put you light years ahead of the competition.

### 7. No Weapon X

- **What it Means** - You can't put all your eggs in one basket with the resume. You have to save a little something to say during the interview.
- **How to Deal** - Finding out your Weapon X is completely up to you. This is something that gives you an edge.

### 8. No Follow-Up

- **What it Means** - Let's face it, things happen with the postal service and the Internet. There is a chance that if you don't receive a call about an interview, the people who were supposed to get your information never got it.
- **How to Deal** - Don't be afraid, call them, ask them when they plan to schedule interviews or make decisions. There is no shame in it, you worked hard to get your foot in the door, take action.

### 9. Quit Too Easily

- **What it Means** - If you aren't getting any phone calls for interviews, don't get discouraged.
- **How to Deal** - Have someone look at your stuff and reevaluate what is and is not working. Remember: You are the product, sell yourself.

### 10. Lack of People Skills

- **What it Means** - You are "on stage" from the time you walk thru the door. You need to be nice to everyone from the guy who opened the door to the interviewer.
- **How to Deal** - Your skills and knowledge are not the only thing you need to get a job. The people that you could be potentially working with need to know that you can get along with them and everyone else.

## Contact Us to Learn More about the Marketing Department

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Facebook: <https://www.facebook.com/pennstatesmealmarketingdepartment>



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