The Marketing Department provides a rigorous education in the theory and practice of marketing while also creating opportunities to more thoroughly investigate a particular aspect of the field so that students can succeed and thrive in today’s ever changing and challenging global marketplace. With tracks in general marketing, sports and entertainment, advertising and promotion and international marketing, students are able to hone their skills in more specific disciplines and make contacts in the industries into which they will enter.

With courses covering consumer behavior, marketing research and marketing strategy, students are able to study the broad scope of the field of marketing and understand the ever-changing market from the perspective of both producers and consumers. The upper level marketing courses available bring majors to a greater understanding of specific real-world scenarios in both upper- and entry-level business positions. These courses allow SJU graduates to leave Hawk Hill with a more well-rounded knowledge of ethics, strategy, foreign affairs, budgeting and more, that will make them more versatile and desired in their field.

Graduates of Saint Joseph’s Marketing Department have moved on to careers in sales, consumer products/retail, finance, communications, entertainment, health, and a number of other industries. Hershey Foods, Comcast, Morgan Stanley, and Urban Outfitters are just a few of the organizations who have hired SJU grads.

LEARN MORE ABOUT THE MARKETING MAJOR:
- Visit the Marketing Department’s website: [http://www.sju.edu/int/academics/hsb/marketing/index.html](http://www.sju.edu/int/academics/hsb/marketing/index.html)
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Marketing Department to schedule a meeting with a faculty member by calling 610-660-3220
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

WHAT CAN I DO WITH A MAJOR IN MARKETING?
Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Following are descriptions of just a few of the careers you might pursue:

**Advertising and Promotions Manager:** Plans and directs advertising policies and programs or produces collateral materials, such as posters, contests, and coupons to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

**Marketing Director:** Determines the demand for products and services offered by a firm and its competitors and identifies potential customers. Develops pricing strategies with the goal of maximizing the firm’s profits or share of the market while ensuring the firm’s customers are satisfied. Oversees product development or monitor trends that indicate the need for new products and services.
**Market Research Analyst:** Researches market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

**Public Relations Specialist:** Engages in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

**Sales Representative:** Sells goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

**HOW CAN I ENGAGE MY INTEREST IN MARKETING OUTSIDE THE CLASSROOM?**
There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

- 1851 Records
- American Marketing Association Student Chapter
- Cooperative Education Program
- International Study Tours
- Internship Program
- Philly Ad Club
- Radio 1851

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN MARKETING:**
As depicted in the chart below, the majority of new graduates have started their careers in the marketing, sales and consumer products fields. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

*Other industries include: Arts/Museum/Architecture; Government; Law; Law Enforcement/Military; Manufacturing; Not-for-Profit; Public Interest/Research; Real Estate/Construction

**Here is a sampling of positions our graduates have accepted:**

- Account Executive
- Advertising Coordinator
- Assistant Media Buyer
- Assistant Project Manager
- Bank Branch Manager
- Brokerage Associate
Organizations that have hired our graduates include:

ACNielsen
Advantage Sales & Marketing
AFLAC
Arista Marketing
BDP International
Beasley Broadcasting
Brownstein Group
Cintas
Cline Davis & Mann
Comcast
Conde Nast Publications
Delaware Investments
General Mills
Grapevine Public Relations
Hearst Magazines
Hershey Foods Corporation
Hess Corporation
ICG Commerce
Johnson & Johnson
Linear Financial Group
Live Nation Concerts
MacArthur Associates
Marina Maher Communications
Morgan Stanley
New York Life Insurance Company
Performance Media Group
Pfizer
Philadelphia Eagles
Philadelphia Phillies
Polo Ralph Lauren Corporation
Radio Disney
SEI Investments
Showtime Networks, Inc.
The Vanguard Group
Tiffany and Company
Tory Burch
UPS
Urban Outfitters Inc.
Washington Wizards

Some of the graduate schools in which our students have continued their education, in programs including Business, Education, Humanities and Law:

Chestnut Hill College
Fairleigh Dickinson University
LaSalle University
Manhattanville College
Rutgers University
Saint Joseph's University
San Diego State University
Temple University
The College of New Jersey
University of London
University of Rochester
Villanova University
Wagner College
Widener University

Average Starting Salary – Marketing Majors – Classes of 2008 – 2012

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th># of Respondents</th>
<th>Average Salary</th>
<th>Average Bonus</th>
<th># of Bonuses</th>
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<tbody>
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<td>2012</td>
<td>20</td>
<td>$41,000</td>
<td>$3,000</td>
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<tr>
<td>2011</td>
<td>19</td>
<td>$39,300</td>
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</tr>
<tr>
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<td>14</td>
<td>$41,000</td>
<td>$2,500</td>
<td>3</td>
</tr>
<tr>
<td>2009</td>
<td>34</td>
<td>$35,300</td>
<td>$5,800</td>
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</tr>
<tr>
<td>2008</td>
<td>45</td>
<td>$40,600</td>
<td>$4,800</td>
<td>6</td>
</tr>
</tbody>
</table>
GETTING THE JOB – SAMPLE MARKETING MAJOR RESUME:

Martha Mandeville  
29 Haub Drive, Philadelphia, PA 19131  (215) 555-1234  martha.mandeville@sju.edu

EDUCATION  
Saint Joseph’s University, Philadelphia, PA  
Bachelor of Science in Business Administration, May 2014  
Marketing Major, GPA: 3.5

HONORS and ACCOMPLISHMENTS  
• Marketing Scholarship, Fall 2010 – present  
• Academic Achievement Scholarship, Fall 2010 – present  
• Athletic Honor Roll, Women’s Crew Team, 2013  
• Star Employee of the Month – Philadelphia Cricket Club, 2013

EXPERIENCE  
Athletic Marketing/Promotions Intern, Saint Joseph’s University Athletics, Philadelphia, PA  
August 2013 - February 2014  
• Coordinated promotions during men’s and women’s basketball games  
• Guided tours of campus for prospective students during “Fieldtrip to the Fieldhouse” promotion  
• Assisted in selling and creating social media ad placements by twelve local businesses  
• Contributed to the enhancement of the women’s basketball social media marketing strategy  
• Gained corporate support for the men’s and women’s basketball teams

Assistant Marketing Director, The Philadelphia Cricket Club, Philadelphia, PA  
Summers 2013 & 2014  
• Created and launched online marketing campaign focused on understanding customer needs and exceeding customer expectations  
• Delivered efficient, effective and friendly customer service to club members

Clerk and Assistant Manager, Village Dry Cleaners, Flourtown, PA  
August 2010 – July 2013  
• Recognized for outstanding performance, resulting in promotion to Assistant Manager from Clerk  
• Automated customer order system resulting in increased efficiency and customer satisfaction  
• Trained and supervised approximately 15 employees in customer service and daily operations

ACTIVITIES  
Member, American Marketing Association, Fall 2010 – present

After-School Tutor (Volunteer), Samuel Gompers Elementary School, Spring 2012 – present

FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:  
The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.