Marketing

The marketing major is intended for students who wish to receive general training in marketing while having the flexibility to choose marketing electives that correspond to their particular career interests. Marketing majors can pursue a variety of careers, such as sales and sales management, marketing research, sports marketing, international marketing or not-for-profit marketing.

Do Research

Selecting a major that aligns with your interests, personality, skills and abilities is an important part of your career development. The websites below will help you learn more about marketing.

Marketing Websites

* WMU Marketing Department: [www.wmich.edu/marketing](http://www.wmich.edu/marketing)
* Careers in Marketing: [careers-in-marketing.com](http://careers-in-marketing.com)
* Marketing Jobs: [www.marketingjobs.com](http://www.marketingjobs.com)
* The DMA Career Center: [www.the-dma.org/careercenter](http://www.the-dma.org/careercenter)

General Websites

* The Haworth College of Business Career Center: [www.wmich.edu/business/career](http://www.wmich.edu/business/career)
* O-NET Dictionary of Occupational Titles: [www.onetonline.org](http://www.onetonline.org)
* CareerTV: [www.careertv.com](http://www.careertv.com)

Get Involved

Becoming involved in an organization is an essential part of your career development. The websites below are for WMU registered student organizations and national and international professional organizations related to the marketing major.

* American Marketing Association of WMU: [www.rso.wmich.edu/ama](http://www.rso.wmich.edu/ama)
* American Marketing Association: [www.ama.org](http://www.ama.org)
* Direct Marketing Association: [www.the-dma.org/careercenter](http://www.the-dma.org/careercenter)

Explore Opportunities

Exploring companies that hire marketing majors is a great way to get a sense of the field. The companies below recruit business students and are a great place to start exploring marketing jobs.

- Compuware Corporation
- C.H. Robinson
- Coyote Logistics
- Dept. of Agriculture
- Dept. of Air Force
- Ford Motor Company
- JM Wilson
- JP Morgan Chase
- Nestle
- Red Frog Events
- Redpeg Marketing
- Shire Pharmaceuticals
- Stryker
- Total Quality Logistics