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
Careers in Marketing: careers-in-marketing.com
Marketing Jobs: www.marketingjobs.com
The DMA Career Center: www.the-dma.org/careercenter

General Websites
Business iWebfolio: www.wmich.edu/business/career_resources
O-NET Dictionary of Occupational Titles: online.onetcenter.org
Occupational Outlook Handbook: www.bls.gov/oco
CareerTV: www.careertv.com

Get Involved

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

American Marketing Association of WMU: www.rso.wmich.edu/ama.edu/ama
American Marketing Association: www.ama.org
Delta Sigma Pi: www.dspwmu.com
Direct Marketing Association: 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
- Dept. of Agriculture
- Dept. of Air Force
- Ford Motor Company
- JM Wilson
- JP Morgan Chase
- Nestle
- Red Frog Events
- Redpeg Marketing
- Shire Pharmaceuticals
- Stryker
- TNT Logistics
- Walker Parking Consultants