



Northeastern University  
University Career Services

# Marketing

## What can I do with this major?

### SAMPLE JOB TITLES

Brand Manager  
Pricing Strategy Analyst  
Advertising Manager  
Purchasing Agent  
Consultant  
Market Researcher  
Promotions Specialist  
Public Relations Specialist

Product Development Manager  
Sales Manager  
Merchandise Displayer  
Product Promoter  
Client Services Representative  
Retail Manager  
Internet Marketing Specialist  
Business Development Manager

Media Director  
Web Content Writer  
Account Executive  
Creative Director  
Retail Buyer  
Operations Manager  
Copywriter  
Marketing Communications Mgr.

### TYPES OF EMPLOYERS

Television/Radio/Media  
Financial Services  
Non Profit Organizations  
Electronic Markets  
Consumer Products

Marketing Firms  
Publishing Companies  
High Tech Industry  
Engineering Firms  
Food Industry

Travel & Tourism  
Healthcare Industry  
Automobile Dealers  
Insurance Agencies  
Education

### WEBSITES

(For job listings and career information)

[www.marketingjobs.com](http://www.marketingjobs.com)

[www.talentzoo.com](http://www.talentzoo.com)

[www.simplyhired.com](http://www.simplyhired.com)

[www.careers-in-marketing.com](http://www.careers-in-marketing.com)

[www.indeed.com](http://www.indeed.com)

[www.managementjobs.com](http://www.managementjobs.com)

<http://adage.com/talentworks/>

[www.rileyguide.com](http://www.rileyguide.com)

**Search for jobs and internships and access our online career library (Vault) by signing up for HuskyCareerLink through our website!**

### Learn more about Career Services:

[northeastern.edu/careerservices](http://northeastern.edu/careerservices) • [careerservices@neu.edu](mailto:careerservices@neu.edu) • 617-373-2430 • 101 Stearns

## RELATED CLUBS AND ACTIVITIES ON-CAMPUS

*(see <http://www.northeastern.edu/curry/> for the full list of student organizations)*

*Extracurricular and volunteer activities are not only a great way to get involved on campus, but they also give you a hands-on chance to explore your interests.*

**Marketing Association (NUMA)**

**International Business Club**

**Graduate Marketing Club**

## PROFESSIONAL ASSOCIATIONS

*A professional association is an organization of people who work in the same or similar careers and industries.*

**American Marketing Association**

[www.marketingpower.com](http://www.marketingpower.com)

**The Direct Marketing Association**

[www.the-dma.org](http://www.the-dma.org)

**Advertising Club of Greater Boston**

**(The Ad Club)**

[www.adclub.org](http://www.adclub.org)

**American Advertising Federation**

[www.aaf.org](http://www.aaf.org)

**Public Relations Student Society of America**

[www.prssa.org](http://www.prssa.org)

**International Public Relations Association**

[www.ipra.org](http://www.ipra.org)

**Advertising and Marketing International  
Network**

[www.aminworldwide.com](http://www.aminworldwide.com)

**Advertising Club of Greater Boston**

**(The Ad Club)**

[www.adclub.org](http://www.adclub.org)

## ON-LINE DISCUSSION GROUPS

*Also known as a listserv, a discussion group is a unique way to communicate with groups of people interested in specific subjects, such as sociology, counseling, etc.*

**Yahoo! Groups**

[groups.yahoo.com](http://groups.yahoo.com)

**CataList**

[www.lsoft.com/lists/listref.html](http://www.lsoft.com/lists/listref.html)

**Topica**

<http://lists.topica.com>