

Marketing

SPEARS SCHOOL OF BUSINESS OKLAHOMA STATE UNIVERSITY

Undergraduate Program | Bachelor of Science in Business Administration

Internship Spotlight



Bryant Hunter's story

GRADUATION DATE **May 2012**

MAJOR **Marketing**

JOB TITLE **Sales/Promotion Intern for Cumulus Media,
Kansas City, Kan.**

Are you outgoing and personable? Do you enjoy meeting new people and networking with others? Does the thought of sitting at a desk completing countless monotonous tasks make you cringe?

Then perhaps a degree in marketing from the Spears School of Business is the choice for you. It certainly fits Bryant Hunter to a tee.

“My personality aligns very well with a degree in marketing,” Bryant said. “I would rather be out in the city interacting with potential clients than be confined to a cubicle.”

In his internship with Cumulus Media in Kansas City, Kan., Bryant has definitely avoided a cubicle. Bryant has had the opportunity to meet future clients, go on sales calls with account executives and learn about radio advertising. He said his marketing and sales classes have been the key components to his success thus far.

“The courses I have taken through the Spears School of Business have without a doubt proven to be the most beneficial factor in my success with my internship,” Bryant said. “They have provided me with invaluable knowledge that is extremely applicable to my desired field of marketing.”

To achieve his success, Bryant suggests that new students immerse themselves into their courses, their college and their community.

“In order to maximize success in your collegiate career, I would recommend being highly active and involved in all of your classes, constructing a thorough résumé and networking amongst your professors and fellow students,” Bryant said.

“Once you have landed your position, volunteer as much as possible around the office and get acquainted with as many people as possible. All of these things have enriched my experiences in a tremendous way.”

If you think marketing will also fit you to a tee, then maybe marketing is the perfect degree program for you!

Why Marketing?

If you choose to pursue a major in marketing, you will be earning one of the most sought-after degrees in the country. Because marketing is the link between an organization and its customers, it is the lifeblood of the institute, and it presents you with many fascinating opportunities. The marketing degree from the Spears School of Business at OSU provides a strong educational background for a variety of career options in marketing and general management in traditional business organizations, museums, hospitals, sports arenas, fine arts groups, chambers of commerce, charitable organizations, universities, political office holders and countless others.

With a marketing degree, you will be well-prepared to work with employees throughout your future company and to enhance that organization's image. The courses you will take will build your knowledge of management concepts by focusing on management, promotion, sales and distribution. As a marketing professional, you will be highly visible to executives and will have excellent opportunities for advancement.

Internships

The Spears School encourages participation in internship opportunities prior to graduation to gain work experience, improve your competitiveness in the labor market, and discover through real world experience whether the career you are pursuing is a good fit. One of the best places you can find internships and begin interacting with employers is through the OSU Career Services website, hiresugrads.com.

Student organizations

The Department of Marketing is home to the Marketing Club, which offers its members a chance to network both on and off campus and gain experience in a variety of educational, social, professional and service opportunities.

Study abroad/travel programs

The Center for Executive and Professional Development in the Spears School provides a number of short-term, study abroad and travel programs to expose you to different cultures, experiences, and business views. Courses within these programs are designed specifically for the setting within which the travel experience takes place and allow you to advance your academic and professional education.



Department of Marketing

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Career Spotlight



Jennifer Sharp's Story

GRADUATION DATE **May 2011**

MAJOR **Marketing and International Business**

JOB TITLE **Business and Planning Analyst, the Boeing Company, Seattle, Washington**

As of 2010, more than 45 percent of Americans were unhappy with their jobs, according to a survey conducted by The Conference Board research group. Wouldn't you prefer to have a career you find interesting and enjoyable? Jennifer Sharp certainly did, and that's why she chose to major in marketing and international business when she came to the Spears School of Business.

"I selected marketing and international business because they sounded like exciting majors," Jennifer said. "The coursework was enjoyable, stimulating and thought-provoking. There are also a plethora of professional opportunities for marketing majors."

Upon graduation, Jennifer took advantage of all the professional opportunities available and found a career that was just right for her. She is a business and planning analyst for the Boeing Company in Seattle. In her position, Jennifer collects, compiles and records data for the analysis of financial and resource forecasts, and she also prepares variance analyses for her company.

"The most enjoyable aspect of my job is working together with a diverse team, whose experience and expertise are unparalleled," Jennifer said. "From all of the skills that I learned while at OSU, I think teamwork and adaptability are the ones I utilize most often."

Jennifer honed her skills through a number of professional development opportunities she participated in while at the Spears School. Jennifer said she attended OSU career fairs, searched for positions on hireOSUgrads.com, joined various student organizations and got résumé and cover letter help from the Spears School career services team.

Of all the opportunities she had as a student, Jennifer said the most helpful was her year-long internship in the Marketing and Strategy Department at OG&E Energy Corp. In her internship, Jennifer worked to segment OG&E's customer base to help identify market opportunities for products and services. She even got to speak at a national utility conference in Denver.

"Experience is extremely valuable in today's job market, so you need to get as many internships and as much hands-on experience as you can during college," Jennifer said. "You have to diversify yourself and take the initiative because it is a competitive world. It will make finding a job upon graduation much easier."

In addition to this advice, Jennifer recommends really savoring your years at the Spears School.

"Have fun and enjoy college!" Jennifer said. "But never lose sight of the goal: to have a successful and satisfying career."

If Jennifer's career sounds like it will be satisfying to you, contact the Department of Marketing today!

Marketing career areas

- Business analyst
- Sales and sales management
- Promotions and promotion development
- Retailing
- Marketing research
- Market management
- Advertising
- Brand management
- Public relations
- Marketing education
- International marketing

Career resources for marketing majors

A few helpful Web sites for marketing students include:

Career Services hireosugrads.com
Marketing/Sales Jobs... nationjob.com/media
Marketing Jobs..... marketingjobs.com
Jobs in Retail..... ihireretail.com
All Retail Jobs..... allretailjobs.com
Sports Jobs teamworkonline.com
Talent Zoo..... talentzoo.com

By joining business associations and subscribing to scholarly journals, students and professionals gain excellent networking opportunities and invaluable information on innovations in their chosen field. These are a few professional organizations and journals useful to marketing students:

American Marketing Association marketingpower.com
Direct Marketing Association ... the-dma.org
Marketing Research Association mra-net.org
Magazine for Marketing Strategies netb2b.com
The National Association of Medical Sales Representatives medicalsalescareer.com

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