

MARKETING

Bachelor of Science in Business Administration

Undergraduate Program

INTERNSHIP SPOTLIGHT

Chase Snodgrass



MAY 2013 GRADUATE

Marketing

Chesapeake Energy Company

Government Relations Intern

Briefly describe your role and responsibilities as an intern.

A major part of my role is to organize "Legislative Lunch & Learns," where I work with legislators who have field offices in their districts. I arrange for them to come to our field offices to speak about legislative issues in the state of Oklahoma. I write introductions for each of these events and MC the events themselves, sometimes speaking in front of 100 to 200 or more employees. In addition to these responsibilities I analyze political data and form them into reports to be used during future political cycles. My favorite part of my internship is that I have the opportunity to speak for my department at events. This opportunity has truly helped me master my speaking skills.

What has your internship taught you about this career field?

My internship has taught me about the many parts of the energy business and how it interacts with the government. This internship has changed the way I view marketing. Marketing isn't just about selling a product or a brand. You can use an education in marketing to affect many different kinds of businesses and fields.

What impacted your selection of this major?

I decided to pursue a major in marketing because it has such a broad application. When I started college the fragile state of the economy led me to choose a major that would provide me a wide variety of career opportunities. Marketing is involved in over 30% of jobs in the U.S. economy.

What class, or classes, best prepared you for the job?

My Introduction to Marketing class taught by professor Lee Manzer taught me the most about the broad view marketing encompasses. He teaches his class through many of his own experience and stories from his time in the private sector before becoming a teacher. His experiences helped me understand the broad application of marketing.

What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?

By far the most valuable part of my academic career and my professional development are the professors who have taught me. The Spears School of Business has many professors like Lee Manzer and Andy Urich who have directly contributed to my development professionally.

Please highlight any extracurricular activities that are a meaningful part of your collegiate experience and what they taught you.

Not only has my academic curriculum prepared me for work in the business place, more so my involvement and leadership opportunities in many of the valuable organizations on campus. My time on the executive council of Business Student Council, President of College Republicans, and President of Sigma Nu Fraternity are among the most valuable of my experiences.

Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career? In college I have lived by the motto, "Don't play to not lose, play to win." - Charlie Eittle. Pursue every opportunity you are presented with. Too many people don't pursue opportunities because they are afraid to fail. Always play to win.

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, hireosugrads.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 and 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

CAREER SPOTLIGHT

Rachel Noland



Marketing and Public Relations
MarketSphere Marketing Operations / Chicago, Illinois
Consultant

Briefly describe your role and responsibilities as a new hire.

Serving as a marketing operations consultant for the company entails traveling to client offices around the country and implementing new marketing operations (IT) systems to organize the marketing sector of their company. The process includes strategizing with the client's marketing executives, deciding which software application will best be suited for their needs, implementing and customizing the software, and maintaining relations. Additionally, I will be helping craft proposals similar to final projects in a handful of marketing courses at OSU.

When you were choosing a major, what factored into your selection?

I always knew I would end up somewhere in the business world, but I didn't know what area I would end up in. I wanted something that I truly enjoyed, but also something that was practical and in demand. I did not decide to declare marketing until after I had taken the intro courses to all of the business classes. Out of all of them, marketing intrigued me the most and clicked with me the most. After some of my introductory marketing courses I found myself becoming obsessed with marketing consumerism in my everyday life, constantly observing which marketing tactics I was drawn to from some of my favorite stores. My excitement and passion for the industry was what factored most into my selection of marketing as a career.

The skills and abilities called upon most in my role include the introduction to marketing software from my marketing research class as well as people and presentation skills. Additionally, classes that helped prepare me:

- Managerial Strategic Marketing
- Consumerism Past & Present (honors course)
- Sales Management
- Consumer & Marketing Behavior

What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?

Hands down campus involvement and holding leadership roles – getting involved in organizations that I loved allowed me to meet people and gain experience in leading, planning and organizing. Tangible experience is extremely important! Also, I was constantly trying to further myself with networking events at OSU, listening to speakers who were in town, and keeping my resume in check with career services.

Please highlight any extracurricular activities that were a meaningful part of your collegiate experience and what they taught you.

- Student Alumni Board Executive Team – delegating, organizing events, working with alumni, staying task-oriented, big picture thinking
- Business Student Council – business professionalism, networking, alumni relations
- Pi Beta Phi Chapter President – leading an organization, leading an executive team, importance of volunteering, good listening skills, multi-tasking
- Freshmen Representative Council & Co-Coordinator – importance of energy in an organization, leading peers, professional development

Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career?

- Marketing is more than just the creative side; there are multiple other segments – research, analytics, marketing operations and more. Don't limit yourself and your skill set when seeking full time positions – see the whole picture of the industry.
- Get involved, soak in every minute and start asking questions.
- Internships are important!
- Do what YOU want to do, not just what your parents want, status quo, etc. Happiness comes from passion!

CAREER SERVICES

Spears School of Business
Oklahoma State University
103 Business Building
Stillwater, Oklahoma 74078

phone 405.744.2772 fax 405.744.5180
web spears.okstate.edu/careerservices



CAREER SERVICES



Scholarships

Each year, the Spears School grants more than 275 individual awards for a total of nearly \$500,000 in scholarships to both undergraduate and graduate students. These numbers continue to grow as donors recognize the value of providing assistance to college students.

Marketing career areas

Business analysis
Sales and sales management
Promotions and promotion development
Retailing
Marketing research
Market management
Advertising
Brand management
Public relations
Marketing education
International marketing
Consulting
Marketing operations
Account management
Project management
Client services

Career resources for marketing majors

OSU Career Services hireosugrads.com

Careers in Business
careers-in-business.com

Marketing Jobs marketingjobs.com

Marketing Jobs marketing.jobs/

Marketing/Sales Jobs
nationjob.com/media

Jobs in Retail ihireretail.com

All retail Jobs allretailjobs.com

Sports Jobs teamworkonline.com

Flex Jobs flexjobs.com

Simply Hired simplyhired.com

Intern Match internmatch.com

International Nonprofit Info
idealist.org

American Marketing Association
marketingpower.com

Direct Marketing Association the-dma.org

Marketing Research Association
marketingresearch.org

The National Association of Medical Sales Representatives
medicalsalescareer.com