



MARKETING

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of consumers. Professional marketers research and identify target audiences, develop products and services, formulate pricing strategies, develop advertising and promotional campaigns, and implement methods of distribution so that customers receive products and services where and when they want them. Perhaps the most basic marketing skill is to be able to see your own organization's activities from the customer's viewpoint.

This concentration is designed to prepare students for eventual participation in the field of marketing. The marketing concentration is organized into three distinct tracks: marketing management, marketing communications, and marketing analysis.

Students wanting specific information about the concentration are encouraged to stop by the department office at Matheson Hall, Room 501 A, call the department at 215-895-2143, or visit their website at www.lebow.drexel.edu/Faculty/Departments/Marketing/index.php.

Employers who have hired Drexel students include:
Ballard Spahr Bimbo Bakeries USA Blank Rome Cigna Comcast Energy Plus Johnson & Johnson Razorfish Siemens Unisys

JOB TITLES

Customer Service and Marketing Analyst
 Business Development Co-op
 Strategy Co-op
 Database Analyst
 Developmental Analyst

Marketing CRM Co-op
 Marketing and Planning Assistant
 Media Assistant
 Promotions Assistant
 Public Relations Manager

Please refer to the SCDC website (www.drexel.edu/scdc) for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

AdAge

adage.com/talentworks/

Adverting, Marketing, & Media

www.talentzoo.com

American Advertising Federation

www.aaf.org

American Association of Ad Agencies

www.aaaa.org

American Marketing Association

jobs.marketingpower.com/jobs

Careers-in-Marketing.com

www.careers-in-marketing.com/

Marketing Research Association

www.mra-net.org

Media Job Market

www.mediajobmarket.com

Philly Ad Club

www.phillyadclub.com/jobs_listing.php

Public Relations Society of America

www.prsa.org

Sales Careers

www.salescareersonline.com/

Sales and Marketing Jobs

www.marketingjobs.com/

CAREER RESOURCES

Communications and Marketing Career Guide

www.library.drexel.edu/resources/guides/careerguides/?page_id=44

Steinbright Career Development Center**Pre-Professional Advising (Prelaw, Prehealth)**

www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html

Writing Your Resume

www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html

Interviewing

www.drexel.edu/scdc/coop/COOP101/materials/interviewing.html

Workshop Calendar

www.drexel.edu/scdc/events/workshops/coop-workshops.html

DREXEL DEPARTMENTS

Career Services Library**Careers Collection**

Hagerty Library

33rd and Market Streets, Room 136

215-895-6843

www.library.drexel.edu/services/refcareers.html

LeBow College of Business

Matheson Hall, Suite 400

215-895-2110

www.lebow.drexel.edu/Current/Undergraduate/advising.php