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Recruiting Opportunities

Maximize Your Chances of Landing a Job

Utilize Penn State On-Campus Recruiting

- Companies recruiting on campuses typically represent the 5% of corporations which are engaged in “programmed hiring”. On average, these organizations hire 12-15% of university seniors. For a variety of reasons, including size, reputation, programs, and university & college career resources, about 30% of Smeal Business seniors receive offers as a result of this “On Campus Recruiting” system.
- The same method works for co-ops and internships through Smeal College Business Career Center.

Other Ways to Start Your Career

- Getting a job with organizations that are not involved with “On Campus Recruiting” takes a pro-active plan supported by guidance and counseling from the career resource staff, faculty advisors, and mentors. A pro-active plan is particularly important if the job search focuses on certain markets such as fashion, entertainment, sports, media, and advertising.
- Steps include getting advice and making a plan focused on specific goals and objectives. Personal contacts, including family and friends, should be engaged. Lists of companies can be developed and then cross-listed with family and friends.
- Penn State Alumni, including student organizations, can extend the network. Lion Link is one resource as is the Blue and White Society of the Alumni Association, which enables you to gain access to a massive alumni database of contacts.
- Making appointments for “informational meetings” with contacts is the next step to exploring opportunities in these organizations as well as getting advice and making connections. Attending events sponsored by Chambers of Commerce, Penn State Alumni chapters, or other organizations where networking opportunities exist is highly recommended.
Informational Events

Annual Events

Fall Semester
- Fall Career Days
- #Mega Fair
- Smeal Student Organization Involvement Fair

Spring Semester
- Spring Career Days

For more details on all events, visit the Smeal Career Connections website.
# Career Options

## Curriculum Tracks and Associated Courses

*Students may also choose the General Marketing Track (no specialty)*

### Business Development & Sales Specialty*

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Highlighted cells indicate that class is tailored to that specific career path

### Strategic Insights & Analytics Specialty*

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<th>Entry Level Jobs</th>
<th>Brand Product Manager</th>
<th>Consultant</th>
<th>Marketing/Brand Analyst</th>
<th>Retail/Allocation Analyst</th>
<th>Marketing Strategist</th>
<th>Marketing Communications Specialist</th>
<th>Sports Marketing Associate &amp; Sponsorships</th>
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Pick 1 course based on industry of interest
Career Options

Salary Statistics

- According to an economic news release (March 30, 2018) by the U.S. Bureau of Labor Statistics on National Employment and Wage Data, [https://www.bls.gov/news.release/ocwage.t01.htm](https://www.bls.gov/news.release/ocwage.t01.htm), In the areas of advertising, marketing, promotions, public relations, and sales managers, the annual mean wage is $138,650 overall; the mean wages in different areas are shown as follows:
  - Advertising and Promotions Managers - $123,880
  - Marketing Managers - $145,620
  - Sales Managers - $137,650
  - Public Relations and Fundraising Managers - $127,690

- Employment of advertising, promotions, and marketing managers is expected to grow 10% (Faster than average) from 2016 to 2026, as reported in Occupational Outlook Handbook (2018 Edition), [https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm](https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm)

Smeal Marketing Graduates

- After college breakdown (2018 graduates): 72.6% full time employment, 12% still seeking, 12% further education, 2% post grad internships, <1% entrepreneurship, <1% military.
- Top five hiring companies of 2018-2019 for Marketing graduates:
  - Deloitte
  - KPMG
  - PWC
  - Oracle
  - EY
- Top hiring companies for internships of 2017-2018 for Marketing graduates:
  - PWC
  - KPMG
  - Deloitte
  - Johnson & Johnson
  - Penn State
  - J.P. Morgan
- [Spotlight on Marketing Alumni](#)
Resources

Organizations

American Marketing Association (AMA)

The AMA has been in existence for over six decades. It is one of the largest professional associations for marketers, with over 30,000 members. You can join AMA as a Collegiate member for $50/year and the collegiate chapter dues. Your membership dues give you access to some of the best resources. They include all access to the AMA Web site, which provides various publications, case studies, articles, and reports. You also have access to tons of professional development activities, including special interest groups, conferences, and the tools to become a certified marketer. Once you have graduated, if you have a Collegiate membership, you are eligible for a Young Professional membership for $105/year for up to three years after graduating.

Penn State American Marketing Association (PSAMA)

PSAMA is a wonderful opportunity for students to network with companies and gain hands-on marketing experience (e.g., in sports marketing, fashion, retail, advertising, etc.) In the past, students have received jobs as a direct result of PSAMA contacts. Please visit the PSAMA webpage to learn more about this award-winning group: https://www.wearepsama.com/. PSAMA Faculty Advisor: Franklin Carter, fjc11@psu.edu, (814) 865-1518.

Blue & White Society

The Blue & White Society is the student membership of the Penn State Alumni Association and offers many benefits to students. The Blue & White Society members organize and participate in many large-scale campus events each year, enjoy discounts, and have access to the online directory of more than 658,491 Penn Staters around the world. For more information about the Blue & White Society, visit http://alumni.psu.edu. The current fee is $15 for students to join.

Penn State Prime

Penn State Prime gives students the opportunity to gain hands-on project management skills in the areas of advertising and brand marketing. For more information, visit https://sites.psu.edu/prime/.
Resources

Penn State Resources

Faculty Advisors

Your faculty advisor is located on the fourth floor of the Business Building. These advisors can give you help regarding career choices as well as what courses and/or minor might fit your potential career interest. They can also help you to prepare for graduate school and give you feedback on your resume.

Academic Advisors

Your academic advisor is located in the Undergraduate Programs office in Room 202 in the Business Building. The advisors there are able to help you understand what requirements you need to graduate, give you ideas for your 2-piece sequence, and act as a character reference on your behalf. They are also able to answer questions regarding your degree audit and help you with any personal issues you may be dealing with.

Reach the office at (814) 863-1947.

Bank of America Career Services Center

The Bank of America Career Services Center offers a wealth of career resources just a short walk from the Business Building. It offers one of the largest interviewing programs in the country as well as job listings, drop-in career counseling, employer information sessions, career/resume workshops, mock interviewing, and an extensive career library.

Reach the center at (814) 865-2377.

Smeal College Business Career Center

Smeal College Business Career Center (http://ugstudents.smeal.psu.edu/careers/), located in 114 Business, is your gateway to internships and careers. It offers resources such as an online job posting system, on-campus interview scheduling, resume reviews, mock interviews, cover letter/thank you letter assistance, job search strategy, and networking opportunities.

Reach the office at (814) 863-2150.
Resources

Career Resources & Books

Job Related Web Sites

- Careers-in-Marketing (www.careers-in-marketing.com)
- Hot Jobs (www.hotjobs.com)
  - Select the “Job Search” tab then select either “Advertising/Public Relations Jobs” or “Marketing Jobs”.
- Marketing Jobs (www.marketingjobs.com)
- Marketing Power (www.marketingpower.com)
  - The Website from the American Marketing Association includes a job bank and career resources.
- Marketing Recruiters (www.marketingrecruiters.com)
  - The national executive search firm specialties in placing clients in marketing, marketing research, brand management, or sales promotion.
- Nation Job: Marketing & Sales Job Page (www.nationjob.com/marketing/)
- O’Connell Group (www.oconnellgroup.com)
  - This is a Website for a contingency consumer packaged goods recruiter.
- The Riley Guide (www.rileyguide.com)
  - From the “A-Z Index,” you may select “Marketing: General Jobs” or “Marketing: Industry-Specific Jobs”.
- Yahoo! Careers: Job Search (http://careers.yahoo.com)

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<tr>
<th>Title</th>
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<td>The Direct Marketing Market Place</td>
<td>Business Reference, 3rd Floor Paterno</td>
<td>HF5415.1.D57</td>
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<td>Green Book</td>
<td>Business Reference, 3rd Floor Paterno</td>
<td>HF5415.2G69</td>
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<td>O’Dwyer’s Directory of Public Relations Firms</td>
<td>Reference Collection, Social Sciences Library</td>
<td>HM263.O37 2007</td>
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## Resources

### Faculty Areas of Expertise

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<th>Faculty Member</th>
<th>Career Areas</th>
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<td><strong>Baumgartner, Hans</strong></td>
<td>Consumer Behavior, Research Methodology</td>
<td>Health Care Industry (Hospitals and Pharmaceutical Companies)</td>
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<td><strong>Bolton, Lisa</strong></td>
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<td>Pfizer Pharmaceuticals, Bristol Myers Squibb, Carnation Nutritional Products</td>
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<td>C.H. Robinson Worldwide Inc., Pittsburgh Logistics Services, Tracy Locke (Dallas)</td>
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<td>Social Media Analytics, Digital Marketing, Customer Relationship Management</td>
<td>Manufacturing Industry, Financial Industry</td>
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Resources

Industry Information

Websites Listing Industry Information

- [http://www.hoovers.com](http://www.hoovers.com)
- [http://www.libraries.psu.edu](http://www.libraries.psu.edu)

Professional & Trade Association Websites

- American Marketing Association (https://www.ama.org/Pages/default.aspx)
- Sports Business Journal (www.sportsbusinessjournal.com)
- Association for Women in Communications (http://www.womcom.org)
- Direct Marketing Association (www.the-dma.org)
- Marketing Research Association (https://www.insightsassociation.org/)

Other Useful Resources

- Marketing Resource Guide ([http://guides.libraries.psu.edu/marketing](http://guides.libraries.psu.edu/marketing))
- International Marketing Resource Guide ([http://guides.libraries.psu.edu/international-business](http://guides.libraries.psu.edu/international-business))
- Career Information Resource Guide ([http://guides.libraries.psu.edu/career-resources](http://guides.libraries.psu.edu/career-resources))

Suggested Readings

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<td>Brand Leadership: The Next Level of the Brand Revolution</td>
<td>Aaker, David</td>
<td>3rd Floor Paterno</td>
<td>978-0684839240</td>
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<tr>
<td>Predictably Irrational</td>
<td>Ariely, Dan</td>
<td>1st Floor Pattee, West Wing Leisure Reading Collection</td>
<td>978-0061353239</td>
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<tr>
<td>Marketing Services</td>
<td>Berry, Leonard</td>
<td>3rd Floor Paterno</td>
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<td>The Innovator's Solution</td>
<td>Christensen, Clayton</td>
<td>3rd Floor Paterno</td>
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<td>Blink: The Power of Thinking without Thinking</td>
<td>Gladwell, Malcom</td>
<td>5th Floor Paterno</td>
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<td>The Tipping Point: How Little Things Can Make a Big Difference</td>
<td>Gladwell, Malcom</td>
<td>2nd Floor Paterno</td>
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<td>Made to Stick: Why Some Ideas Survive and Others Die</td>
<td>Heath, Chip</td>
<td>2nd Floor Paterno</td>
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<tr>
<td>Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant</td>
<td>Kim, Chan</td>
<td>3rd Floor Paterno</td>
<td>978-1591396192</td>
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### Skills

**What Employers Are Looking For**

#### Skills & Qualities Employers Find Important**

- Honesty/Integrity – 83%
- Analytical Problem Solving Skills – 77%
- Adaptability to a Changing Environment – 66%
- Ability to Take a Leadership Role – 58%
- Computer Skills – 56%
- Sensitivity to Diversity – 55%
- Creative Ability to “Think Outside of the Box” – 54%
- Sensitivity to Ethical Issues – 51%
- Ability to Apply Knowledge from “Major Field” – 48%
- Presentation Skills – 48%
- Ability to Think Strategically – 45%

**Based on results of employers polled**
Top 10 Traits Looked for When Hiring

1. **Lots of Energy**
   - Simply put, some people have it an some people don’t, but know that prospective employers notice if you’ve got it.

2. **Ability to Channel Your Anger/Energy into Your Work**
   - Working hard is just that...hard. But be careful, employers are looking out for the person who portrays him/herself as the "overly" hard worker because it often times they are lazy. Know that any work to a lazy person is hard work.

3. **Work Ethic/Motivation**
   - Be ready to show the interviewer how you motivate others, where you draw your motivation from, and how you got to where you are today. A lot of what happen to us is in the past molds our work ethic and motivation into what it is now. Be ready to share those experiences.

4. **Emotional Maturity**
   - Three things will let an employer know how mature you are: judgement, finances, and the number of past employers and how you left those jobs.
     - **Judgment** - How do you handle yourself in business affairs? Are you looking for a quick fix or something a little more long term?
     - **Finances** - Do you live within your means? Can they trust you to be in on discussions regarding the company's finances?
     - **Number of Past Employers** - Have you left your jobs in a responsible manner? Are you bad-mouthing old employers in front of the prospective employer?

5. **Motivation to Finish Tasks**
   - Employers are looking for people who are goal oriented and not afraid of a little bump in the road. They will be looking for cues such as finishing your degree, writing and publishing and article you wrote, or something as simple as overcoming adversity to get to college.

6. **You Are Not Just Looking for a Paycheck**
   - If you are not really interested in the company or what they do, it will reflect in your work. Employers will be able to tell because, more often than not, you will not put your best foot forward and you will grow resentful towards your peers and your boss.

7. **Loyalty to the Company/Cause**
   - You don’t have to agree with everything the company does or believe that they do no wrong, but you should share common goals and ideals. The backbone of the company should be in line with you and your beliefs.

8. **Compatibility/Teamwork**
   - Individuals will make up your future work environment, but it is the team who will create the culture within your workplace. The "go-getter" attitude is much better suited for a team environment and won’t go unnoticed while you interview because you tend to attract people like yourself. But remember, the opposite is also true: the bad will drive out the good.

9. **Professional Appearance**
   - Remember that, when going on interviews, you are essentially "on stage" and therefore are being watched almost from the time you step on the property. If you arrive in everyday clothing, it lets the employer know that you have virtually no concept of corporate awareness and how you will fit into the company.

10. **Organizational Skills**
    - When talking about organization, it pertains to everything from how your desk looks to tackling a large project that needs a little TLC (tender-loving care). If your desk is disorganized, it doesn't mean that you aren't capable of doing your job, but that is the impression that it gives off. Don't be afraid to show that you have taken on a project in need of organization. It shows the employer more than just your organizational skills.
## Top 10 Issues You May Run Into

### 1. Increased Competition
- **What it Means**: College is no longer inaccessible to people. With the financial aid options that are available at most colleges and universities, anyone can have the opportunity to get a higher education.
- **How to Deal**: There has to be something about you when you apply for jobs that sticks out. Make yourself noticeable.

### 2. Little or No Work Experience
- **What it Means**: Because higher education is so available, you need to make sure that you are doing everything you can to get the experience you need in the field you are interested in.
- **How to Deal**: Check into doing internships, working summer jobs, and most importantly, don't be ashamed to take a job that may seem "beneath" you. Remember, a job just might get you where you want to be. Don't assume your degree will be enough.

### 3. No Skills
- **What it Means**: Sometimes, lack of experience may seem like it means lack of skills.
- **How to Deal**: Everyone has to be good at something. You need to figure out what that something is for you and know how to capitalize on it.

### 4. Lack of Networking
- **What it Means**: Do you think that your knowledge will get you to where you want to go? Fact is, you're most likely wrong. Networking is probably one of the most important things you can do to help further your career.
- **How to Deal**: Go to different networking events around campus make tons of friends, and meet with career counselors.

### 5. No Preparation on the Resume & Cover Letter
- **What it Means**: First impressions are important and, believe it or not, your resume is your first impression, not the first time you meet your interviewer.
- **How to Deal**: Always make sure someone proofreads your resume and cover letter. You know what it is supposed to say, other people don't.

### 6. No Interview Skills
- **What it Means**: Don’t think that because you can talk to anyone, you will be able to walk in and breeze through an interview. Interviewers purposely ask you hard questions and are waiting for you to make a mistake or back pedal.
- **How to Deal**: Know your stuff. Not only about yourself, but also about the prospective company. Researching the company and being able to talk intelligently to the interviewer about it will put you light years ahead of the competition.

### 7. No Weapon X
- **What it Means**: You can't put all your eggs in one basket with the resume. You have to save a little something to say during the interview.
- **How to Deal**: Finding out your Weapon X is completely up to you. This is something that gives you an edge.

### 8. No Follow-Up
- **What it Means**: Let’s face it, things happen with the postal service and the Internet. There is a chance that if you don’t receive a call about an interview, the people who were supposed to get your information never got it.
- **How to Deal**: Don't be afraid, call them, ask them when they plan to schedule interviews or make decisions. There is no shame in it, you worked hard to get your foot in the door, take action.

### 9. Quit Too Easily
- **What it Means**: If you aren’t getting any phone calls for interviews, don’t get discouraged.
- **How to Deal**: Have someone look at your stuff and reevaluate what is and is not working. Remember: You are the product, sell yourself.

### 10. Lack of People Skills
- **What it Means**: You are "on stage" from the time you walk thru the door. You need to be nice to everyone from the guy who opened the door to the interviewer.
- **How to Deal**: Your skills and knowledge are not the only thing you need to get a job. The people that you could be potentially working with need to know that you can get along with them and everyone else.

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