

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 major is designed to prepare students for eventual participation in the field of marketing. The marketing major includes classes in communications, society and culture, finance, business consulting, and management.

Students wanting specific information about the concentration are encouraged to stop by the department office at Gerri C. LeBow Hall, call the department at 215.895.2145, or visit their website at lebow.drexel.edu/academics/disciplines/marketing.

Employers Who Have Hired Drexel Students Include:
Academy of Natural Sciences Altus Agency ARAMARK Corporation Bentley Systems, Inc. BlackRock Comcast Corporation Drexel University Estee Lauder/Northtec JPMorgan Chase & Co. Razorfish Society of Hospital Medicine SOUTHCO, Inc. University City Science Center

JOB TITLES

Customer Service and Marketing
Analyst
Business Development Co-op
Database Analyst
Developmental Analyst
Social Media Manager

Marketing and Planning
Assistant
Media Assistant
Promotions Assistant
Public Relations Manager
Strategist

Please refer to drexel.edu/scdc for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

AdAge
adage.com/talentworks

Adverting, Marketing, & Media
talentzoo.com

American Advertising Federation
aaf.org

American Association of Ad Agencies
aaaa.org

American Marketing Association
ama.org

Careers-in-Marketing.com
careers-in-marketing.com

Marketing Research Association
mra-net.org

Onward Search
onwardsearch.com

Philly Ad Club
phillyadclub.com/jobs_listing.php

Public Relations Society of America
prsa.org

Sales Careers
salescareersonline.com

Sales and Marketing Jobs
marketingjobs.com

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AREER RESOURCES

**Steinbright Career Development Center
Career and Educational Counseling**
drexel.edu/scdc/career-services/counseling

Resume, Interviewing and Job Search Best Practices
drexel.edu/scdc/professional-pointers

Workshop Calendar
drexel.edu/scdc/calendars-events/workshops

DREXEL DEPARTMENTS

LeBow College of Business
Gerri C. LeBow Hall, 3rd Floor
215.895.2110
lebow.drexel.edu/resources/advising/
undergraduate

**Career Services Library
Careers Collection**
Hagerty Library
33rd and Market Streets, Room 136
www.library.drexel.edu/guides/careers

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STEINBRIGHT CAREER DEVELOPMENT CENTER