

THE UNIVERSITY OF TEXAS AT EL PASO

College of Business Administration

MARKETING



What is Marketing?

- Definition of Marketing (AMA, 2007)
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.

What do they do?

- Advertising, promotions, and marketing managers plan programs to generate interest in a product or service. They work with art directors, sales agents, and financial staff members.
- Market research analysts study market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.
- Sales managers direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives.
- Advertising sales agents sell advertising space to businesses and individuals. They contact potential clients, make sales presentations, and maintain client accounts.

Marketing majors (usually....)

- Are a good communicator
- Are a critical thinker
- Are able to relate well with others
- Are Self motivated
- Have good time management skills
- Enjoy working with a variety of people
- Are not afraid to have your performance measured

Fields in Marketing

- Advertising
- Interactive Marketing
- Marketing Research
- Product (Brand) Management
- Public Relations
- Retailing
- Sales
- Strategic Planning

Work Environment

- **Advertising, Promotions, and Marketing Managers-** Because the work of advertising, promotions, and marketing managers directly affects a firm's revenue, they typically work closely with top executives.
- **Market Research Analyst-** Because most industries use market research, these analysts are employed throughout the economy. Most analysts work full time during regular business hours. Some work under pressure of deadlines and tight schedules.
- **Sales Manager-** Sales managers often are required to travel. Most sales managers work full time, and long hours, including evenings and weekends, are common.
- **Advertising Sales Agents-** Advertising sales agents work under pressure to meet sales quotas. They work in a range of industries, including advertising agencies, radio, television, and Internet publishing.

Sample Job Titles

- Chief Marketing Officer
- Advertising Director
- Brand Manager
- Ecommerce Marketing Director
- Inside Sales Representative
- Marketing Analyst
- Marketing Communications Coordinator
- Product Marketing Manager
- Publicity Manager
- Public Relations Manager
- Sales Representative

Job outlook for Marketing

- **Advertising, Promotions, and Marketing Managers-** Employment of marketing managers is projected to grow 13 percent from 2012 to 2022, about as fast as the average for all occupations.
- **Market Research Analyst-** Employment of market research analysts is projected to grow 32 percent from 2012 to 2022, much faster than the average for all occupations.
- **Sales Manager-** Employment of sales managers is projected to grow 8 percent from 2012 to 2022, about as fast as the average for all occupations. Employment growth of these managers will depend primarily on growth or contraction in the industries that employ them.
- **Advertising Sales Agents-** Media companies will continue to rely on advertising revenue for profitability, driving growth in the advertising industry as a whole. Employment growth of advertising sales agents will largely follow broader industry trends.

Internship Opportunities

- PepsiCo
- Northwestern Mutual
- El Paso Chihuahuas
- Michelin
- Target
- Vanguard
- Edward Jones

Some Companies That Have Hired UTEP Marketing Graduates

- Southwest Airlines
- Dallas Cowboys
- Anheuser Busch
- Boeing
- City of El Paso
- KFOX
- Sanders/Wingo Advertising Agency
- ESPN
- Johnson and Johnson
- Chick-fil-A
- Helen of Troy
- Lockheed Martin
- Ferguson
- Culture Span
- Mithoff Burton Advertising Agency

Collegiate Student Organizations at UTEP

American Marketing Association

Mission-Statement: To be a professional student organization by furthering the professional development of students through leadership, training, and involvement in the field of marketing.



American Marketing Association (AMA)



AMERICAN MARKETING
ASSOCIATION UTEP

10 Reasons Why You Should Join a Student Organization

- Meet business professionals
- Build leadership and business skills
- Make friends with common career goals
- Go on company tours
- Attend social networking events
- Make a difference in your community
- Compete in national conferences/competitions
- Travel!!!
- Internship opportunities
- Secure your dream job

Department Contact Information

Department of Marketing and Management

Business Room 230
Phone: (915) 747-5185
mktgmgmt@utep.edu

Dr. John Hadjimarcou, Department Chair
Eva Ortega, Administrative Assistant