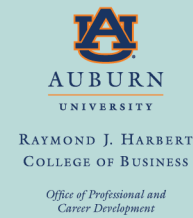


PATHWAYS | MARKETING

Bachelor of Science in Business Administration



RAYMOND J. HARBERT COLLEGE OF BUSINESS

COURSE SELECTION

FRESHMAN

- In BUSI 1010, you will take self-assessments and learn about majors within the Harbert College of Business to begin career planning.

SOPHOMORE

- In BUSI 2010, you will advance your professional skills, polish your resume, develop networking etiquette and prepare for an internship search and interviewing.

JUNIOR

- Marketing has 3 possible concentrations should you choose to pursue one: Consumer Marketing Management, Professional Selling, and Retailing.
- Begin major classes and choose electives that fit your career interest. Enroll in the professional development course for your major to apply the skills gained in previous classes to your job and internship search.

SENIOR

- Work through your major classes and continue electives that fit your career interest.

ASK FOR ASSISTANCE

- Meet with your academic advisor to outline your plan of study for Pre-Business curriculum.
- Visit OPCD to discuss majors of interest.



Lower Hall, home of Harbert College of Business academic advising and the Office of Professional & Career Development.

- Meet with a Career Coach in the OPCD to discuss majors of interest and begin planning your internship search for Fall of the junior year.
- Meet with a career coach to begin planning for internship search and interviewing.
- Meet with an academic advisor to complete your graduation check your first semester of senior year.
- Schedule time in the OPCD with a career coach to assist with full-time job search.

GAIN EXPERIENCE

- Seek opportunities to join Undergraduate Advisory Council and student organizations related to your interests.

- This is the time to look for job shadowing opportunities in your majors of interest.
- Begin thinking about leadership roles in organizations you are currently involved in.
- Attend Fall and Spring Career Fairs.

- Obtain an internship for the summer following junior year in your chosen field. Seek out part time employment opportunities.
- If you are considering earning an MBA, start studying and taking the GMAT.
- Use LinkedIn (linkedin.com/alumni) to identify alumni who could assist you in your job search.

- Continue seeking experiences like part-time jobs or job shadowing that will assist you during interviews for full-time employment.

GET INVOLVED

- Follow the Harbert College of Business on Twitter @AUBusiness. Follow the Office of Professional and Career Development on Twitter @AUOPCD.
- Join organizations that align with your specific major within the HCOB, such as Auburn University Marketing Association (AUMA).
- Utilize AUIinvolve (auburn.edu/auinvolve) to identify organizations of interest within the university, to attend meetings and enhance your resume
- Attain leadership positions in the organizations you are involved in.
- Become a student member in professional organizations related to your major.
- Seek out other leadership roles in organizations.
- Begin to use the connections you have made through campus involvement and networking to begin your full-time job search.

CAREER PLANNING

OFFICE OF PROFESSIONAL & CAREER DEVELOPMENT

101 LOWER HALL

HIREHARBERT.AUBURN.EDU

As a Marketing major, you will learn the basic principles of marketing goods and services, consumer behavior, marketing research, and marketing strategy, as well as advertising, promotion, sales management, e-marketing, even personal selling.

RETAIL SALES MANAGER
MINIMUM EDUCATION: B.S.B.A.

ENTRY LEVEL SALARY RANGE: \$30.2K - \$49.0K

These are just three options out of many that marketing majors pursue. For more career options be sure to check out "What Can I Do With a Major In..." on auburn.edu/career.

SALES REPRESENTATIVE
MINIMUM EDUCATION: B.S.B.A.

ENTRY LEVEL SALARY RANGE: \$31.5K - \$0K

SPECIAL NOTE:

Base salaries only - does not take into account jobs that are commission-only or salary-plus-commission.



Lower Hall, home of the Office of Professional & Career Development