

# Smeal College of Business

## Marketing Department



## 2018-2019 Career Packet



# Table of Contents

Getting Started & Careers in Marketing	3
Recruiting Opportunities	4
Informational Events	5
<b>Career Options</b>	
Jobs by Area	6
Paths to Follow by Industry of Interest	7
Focus Areas and Associated Courses	8
Salary Statistics/Smeal Marketing Graduates	9
<b>Resources</b>	
Organizations	10
Penn State Resources	11
Career Resources & Books	12
Faculty Area of Expertise	13
Industry Information & Suggested Readings	14
<b>Skills</b>	
What Employees Are Looking For	15
Top 10 Traits Looked for When Hiring	16
Top 10 Issues You May Run Into	17

# Getting Started & Careers in Marketing

## Getting Started

- Start Early & Pick a [Minor](#) in One Area
- Take Appropriate [Business Sequences](#)
- Take [Advanced Language Courses](#)
- Choose [Electives](#) that Reflect Your Career Interests
- Utilize [Career Centers](#)
- Check Out [Internship Opportunities](#)

---

## What Careers Interest You?

- Nature of Customer
  - Consumers (B2C) versus Organizations (B2B)
- Marketing Tool
  - Product/Price versus Promotion versus Distribution

	Product/Price**	Promotion**	Distribution**
<b>Business to Business (B2B)</b>	Brand Management Product Line Management Customer Solutions Management	Consultative Selling Digital Marketing Sports Marketing	Consultative Selling Distribution Channel Management
<b>Business to Consumer (B2C)</b>	Brand Management Retail & Merchandise Management	Consultative Selling Digital Marketing Sports Marketing	Retail & Merchandise Management
<b>**Marketing Analytics as well as General Marketing can be used for any of the above Career Paths**</b>			

# 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

## Jobs by Area

Area	Career Tracks	Skills Required	Marketing Courses**	Supporting Courses
Advertising Industry	<ol style="list-style-type: none"> <li>Creative</li> <li>Account Managers</li> <li>Media Buyers</li> <li>Social Media</li> </ol>	Interpersonal, analytical, understanding of principles of marketing and communication	<ul style="list-style-type: none"> <li>Advertising &amp; Sales Promotion (422)</li> <li>Business Marketing (426)</li> <li>Services Marketing (440)</li> <li>Sales Management (428)</li> <li>Digital Marketing (473)</li> </ul>	Communications, Psychology
Brand or Marketing Management (also B2B with the same or different titles)	<ol style="list-style-type: none"> <li>Marketing Management - Marketing Assist. - Marketing Assoc.</li> <li>Brand Management - Assist. Brand Manager - Assoc. Brand Manager - Brand Manager</li> </ol>	Sound business judgment, strong leadership, organizational & analytical skills, understanding of the principles of marketing	<ul style="list-style-type: none"> <li>Advertising &amp; Sales Promotion (422)</li> <li>Business Marketing (426)</li> <li>Services Marketing (440)</li> <li>Strategic Brand Management (472)</li> </ul>	Communications, Psychology
Channel Management	<ol style="list-style-type: none"> <li>Assist. Area Manager</li> <li>Area Manager</li> <li>Channel Manager</li> </ol>	Sales force management, interpersonal, understanding of the principles of marketing	<ul style="list-style-type: none"> <li>Retailing (372)</li> <li>Business Marketing (426)</li> <li>Sales Management (428)</li> <li>Advanced Retailing &amp; Merchandise Management (437)</li> <li>Services Marketing (440)</li> <li>Sales Management (428)</li> </ul>	Business Logistics, Supply Chain
Marketing Research	<ol style="list-style-type: none"> <li>Market Research Analyst</li> <li>Survey Researchers</li> <li>Consulting</li> </ol>	Interpersonal, oral & written communications, mathematical analysis, technical analysis, understanding of business & economy	<ul style="list-style-type: none"> <li>Marketing Research (342)</li> <li>Marketing Analytics (474)</li> <li>Bachelors and/or Masters in Statistics helpful</li> </ul>	Regression Methods, Analysis of Variance, Experimental Research Techniques
Retailing Industry	<ol style="list-style-type: none"> <li>Store Management - Management Trainee - Department Manager - Store Manager</li> <li>Buying - Assist. Buyer - Assoc. Buyer - Buyer</li> </ol>	Selection & promotion of merchandise, sales force management, interpersonal	<ul style="list-style-type: none"> <li>Retailing (327)</li> <li>Personal Selling (410)</li> <li>Sales Management (428)</li> <li>Advanced Retailing &amp; Merchandise Management (437)</li> <li>Services Marketing (440)</li> </ul>	Communications, Fashion, Psychology, Hotel & Restaurant School
Sales & Sales Management	<ol style="list-style-type: none"> <li>Sales Person, Account Executive, Sales Representative</li> <li>District Manager</li> <li>Regional Manager</li> </ol>	Technical, financial, analytical, strong communication & interpersonal	<ul style="list-style-type: none"> <li>Personal Selling (410)</li> <li>Business Marketing (426)</li> <li>Sales Management (428)</li> <li>Services Marketing (440)</li> </ul>	Communications, Psychology, Business Logistics
Sports Marketing	<ol style="list-style-type: none"> <li>Ticket Marketing</li> <li>Promotions</li> <li>Sponsorship</li> <li>Marketing Management</li> <li>Sports Research and Analytics</li> <li>Sports Media</li> </ol>	Passion & knowledge of sports, communication, work ethic, understanding the principles of marketing, interpersonal, oral and written communication skills	<ul style="list-style-type: none"> <li>Personal Selling (410)</li> <li>Sports Marketing (443)</li> <li>Sales Management (428)</li> <li>Advertising &amp; Sales Promotion (422)</li> <li>Sports Business Market Strategy (449)</li> </ul>	Sports studies classes in Communications, Liberal Arts, Health & Human Development, and Statistics

\*\*Marketing 330, 342 and 450 are relevant to all job areas\*\* Note: Most areas start out in entry level positions.

# Career Options

## Paths to Follow by Industry of Interest

Industry	Marketing Courses**	Supporting Courses
Brand Management	Retailing (327) Advertising & Sales Promotion Management (422) Advanced Retailing/Merchandise Management (437) Global Marketing (445) Strategic Brand Management (472) Digital Marketing (473)	Communications, Psychology, SCM, Management
Consultative Selling	Personal Selling (410) Business Marketing (426) Advanced Sales Management (428) Services Marketing (440) Marketing Analytics (474)	Communications, Financial Analysis, Management Strategy, International Business
Digital Marketing	Retailing (327) Advertising & Sales Promotion Management (422) Advanced Retailing/Merchandise Management (437) Global Marketing (445) Strategic Brand Management (472) Digital Marketing (473)	Communications, Psychology, SCM, Management
Marketing Analytics	Business Marketing (426) Digital Marketing (473) Marketing Analytics (474)	Advanced Math and Statistics
Retail & Merchandise Management	Retailing (327) Advertising & Sales Promotion Management (422) Advanced Retailing/Merchandise Management (437) Services Marketing (440) Strategic Brand Management (472) Digital Marketing (473)	SCM, MIS, Communications, Hospitality, Psychology
Sports Marketing	Personal Selling (410) Advanced Sales Management (428) Sports Marketing (443) Sports Business Market Strategy (449)	Communications, Management, Health & Human Development, Statistics, Psychology
General Marketing	Students may also choose any combination of electives and areas of support desired.	
**Required courses: Marketing 330, 342 and 450 are relevant to all job areas**		



# Career Options

## Focus Areas and Associated Courses

	327 Ret1	410 PSell	422 Adv	426 B2B	428 Sales	437 Ret2	440 Serv	443 SpM	445 Glob	449 Sports Bus	472 Brnd Man	473 Dig Mktg	474 Mktg Ana	Career Path
General Marketing	S	S	S	S	S	S	S	S	S	S	S	S	S	
Brand Management	S		S			S			S		C	S		Brand Manager Product Marketing Manager
Consultative Selling		S		S	C		S						S	Key Account Manager Sales Director
Digital Marketing	S		S			S			S		S	C		Social Media Manager Digital Marketing Director
Marketing Analytics				S								S	C	Research Director Digital Analyst
Retail and Merchandise Management	C		S			S	S				S	S		Merchandise Buyer Regional Store Manager
Sports Marketing		S			S			C		S				General Manager - Ticket Sales Corporate Director of Sports Sponsorships

Note: C - Core course within each focus area. S - Suggested courses within each focus area are simply recommendations. Students do not have to pick a focus area and can choose three Marketing electives that fit their career interests.



# 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>, 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>

## Smeal Marketing Graduates

- Average starting salary of 2017-2018 Smeal Marketing graduates: \$53,325.
- After college breakdown (2017 graduates): 56% full time employment, 25% still seeking - no offers, 11% still seeking - with offers, 5% further education, 2% post grad internships, >1% entrepreneurship, >1% military, >1% public service, >1% other.
- Top five hiring companies of 2017-2018 for Marketing graduates:
  - Oracle
  - PepsiCo
  - TJX
  - Macy's
  - IBM
- Top hiring companies for internships of 2017-2018 for Marketing graduates:
  - TJX
  - PepsiCo
  - Comcast
  - Macy's
  - Ross Stores
  - Target
- [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](mailto: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.

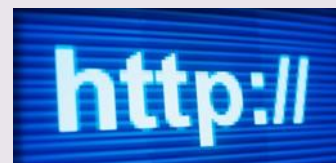


### Smeal College Business Career Center

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](http://www.careers-in-marketing.com))
- Hot Jobs ([www.hotjobs.com](http://www.hotjobs.com))
  - Select the "Job Search" tab then select either "Advertising/Public Relations Jobs" or "Marketing Jobs".
- Marketing Jobs ([www.marketingjobs.com](http://www.marketingjobs.com))
- Marketing Power ([www.marketingpower.com](http://www.marketingpower.com))
  - The Website from the American Marketing Association includes a job bank and career resources.
- Marketing Recruiters ([www.marketingrecruiters.com](http://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/](http://www.nationjob.com/marketing/))
- O'Connell Group ([www.oconnellgroup.com](http://www.oconnellgroup.com))
  - This is a Website for a contingency consumer packaged goods recruiter.
- The Riley Guide ([www.rileyguide.com](http://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>)



Title	Publication Location	Call Number
The Advertising Red Books: Agencies	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5805.S72 Jan.2008
The Advertising Red Books: Advertisers & Agencies	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5805.S7222
AMA Members and Marketing Services Directory	Business Reference, 3 <sup>rd</sup> Floor Paterno <a href="http://www.marketingpower.com/pages/default.aspx">www.marketingpower.com/pages/default.aspx</a>	HF5415.D505 2004
Bacon's Newspaper Directory: Directory of Magazines, Newsletters	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5903.B33 55 <sup>TH</sup> .ed. 2007
Bacon's Newspaper Directory: Directory of Daily and Weekly Newspapers, News, Services, Syndicates	Reference Collection, Social Sciences Library 2 <sup>nd</sup> Floor Paterno	HF5903.B336 55 <sup>TH</sup> .ed. 2007
The Direct Marketing Market Place	Business Reference, 3 <sup>rd</sup> Floor Paterno	HF5415.I.D57
Green Book	Business Reference, 3 <sup>rd</sup> Floor Paterno	HF5415.2G69
O'Dwyer's Directory of Public Relations Executives	Reference Collection, Social Sciences Library	HD59.0353 1998
O'Dwyer's Directory of Public Relations Firms	Reference Collection, Social Sciences Library	HM263.O37 2007

# Resources

## Faculty Areas of Expertise

Faculty Member	Career Areas	Companies	Highest Degree From...
<b>Baumgartner, Hans</b>	Consumer Behavior, Research Methodology		Stanford University
<b>Bolton, Lisa</b>	Consumer Behavior, Market Research, Health Care	Health Care Industry (Hospitals and Pharmaceutical Companies)	University of Florida
<b>Carter, Franklin</b>	Pharmaceutical Marketing, Sales Management, Diffusion of Innovation	Pfizer Pharmaceuticals, Bristol Myers Squibb, Carnation Nutritional Products	Carnegie-Mellon University
<b>Checchio, Matthew</b>	Marketing Management, Marketing Strategy, Digital Marketing and Media, Sports Marketing	Penn State Intercollegiate Athletics, State College Spikes, Learfield Sports, CBS Sports, NBC Sports, Multiple professional sports teams, Amazon, Google, Meltwater, Comcast	Drexel University
<b>Coupland Chang, Jennifer</b>	Advertising, Brand Management, Qualitative Research Methods	Jordan McGrath Advertising, Nike (Social Responsibility Division), Elmer's	Northwestern University
<b>Ding, Min</b>	Pharmaceutical Industry, New Product Development		University of Pennsylvania
<b>Fong, Duncan</b>	Marketing Research, Forecasting, Supply Chain Management	Minitab, SPSS, Diagnostics Plus, Google	Purdue University
<b>Hammond, Chelsea</b>	Marketing Research, Marketing Analytics	Acturus, Cigna, Forrester Research, Ipsos, Kantar, Landit, Phronesis Partners, Research Now, Simmons Research, The Hartford, Travelers	University of Connecticut
<b>Hurvitz, Fred</b>	Services Marketing, Retailing & Sales Management, Marketing Strategy	TJX, Dicks Sporting Goods, Burlington, Target, Kohl's Department Stores	Pennsylvania State University
<b>Kim, Eunice</b>	Behavioral Decision Theory, Goals and Consumer Choice		Yale School of Management
<b>Kukitz, Jeff</b>	Marketing Research, Sports Marketing, Nonprofit Management		Penn State University
<b>Liechty, John</b>	Bayesian Statistics, Marketing Research, Investment Banking	Morgan Stanley	Cambridge University
<b>Lilien, Gary</b>			Columbia University
<b>Meloy, Meg</b>	Consumer Behavior, Decision Making Biases, Food Industry Management	The Franklin Mint, Steinway	Cornell University
<b>Petersen, J. Andrew</b>	Marketing Management, Marketing Strategy		University of Connecticut
<b>Powell, John</b>	Sports Business, Marketing		University of Pennsylvania
<b>Rangaswamy, Arvind</b>	Marketing Management, Marketing Strategy		Northwestern University
<b>Roth, Jennifer</b>			Penn State University
<b>Slot, Johanna</b>	Marketing Strategy, Inter-firm Relationships, New Product Development	ASML, Netherlands Aerospace Laboratory, Ordina Management Consulting	Tilburg University
<b>Winterich, Dave</b>	Consumer Behavior, Marketing Research, Logistics Services	C.H. Robinson Worldwide Inc., Pittsburgh Logistics Services, Tracy Locke (Dallas)	Texas A&M University
<b>Winterich, Karen</b>	Consumer Behavior, Non-Profit Groups, Socially Responsible Marketing	Non-Profit Groups	University of Pittsburgh
<b>Wuyts, Stefan</b>	Marketing Strategy, B2B Marketing, Social Networks		Erasmus University
<b>Zhong, Ning</b>	Social Media Analytics, Digital Marketing, Customer Relationship Management	Manufacturing Industry Financial Industry	Georgia Institute of Technology

# Resources

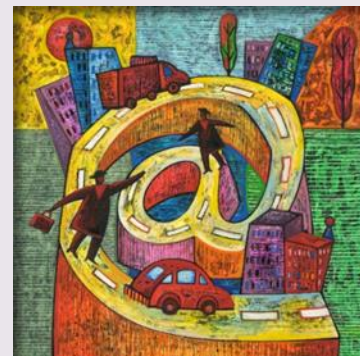
## Industry Information

### Websites Listing Industry Information

- <http://www.hoovers.com>
- <http://www.careers-in-marketing.com>
- <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](http://www.sportsbusinessjournal.com))
- Association for Women in Communications (<http://www.womcom.org>)
- Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org))
- Marketing Research Association (<https://www.insightsassociation.org/>)



### Other Useful Resources

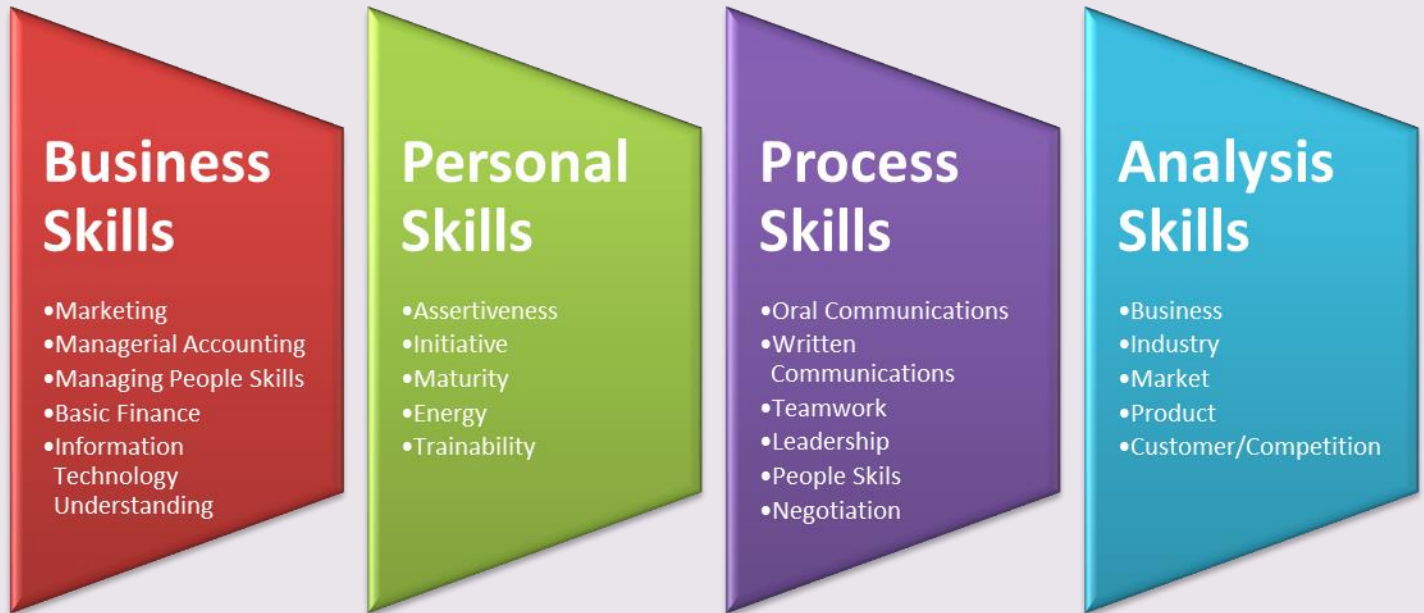
- Marketing Resource Guide  
(<http://guides.libraries.psu.edu/marketing>)
- International Marketing Resource Guide  
(<http://guides.libraries.psu.edu/international-business>)
- Career Information Resource Guide  
(<http://guides.libraries.psu.edu/career-resources>)

## Suggested Readings

Title	Author	Location	ISBN/Call Number
Brand Leadership: The Next Level of the Brand Revolution	Aaker, David	3 <sup>rd</sup> Floor Paterno	978-0684839240 HD69.B7A215 2000
Predictably Irrational	Ariely, Dan	1 <sup>st</sup> Floor Pattee, West Wing Leisure Reading Collection	978-0061353239 BD448.A75 2008
Marketing Services	Berry, Leonard	3 <sup>rd</sup> Floor Paterno	
The Innovator's Solution	Christensen, Clayton	3 <sup>rd</sup> Floor Paterno	978-1578518524 HD53.C495 2003
Blink: The Power of Thinking without Thinking	Gladwell, Malcom	5 <sup>th</sup> Floor Paterno	978-0316172325 BF448.G53 2005
The Tipping Point: How Little Things Can Make a Big Difference	Gladwell, Malcom	2 <sup>nd</sup> Floor Paterno	978-0316346627 HM1033.G53 2002
Made to Stick: Why Some Ideas Survive and Others Die	Heath, Chip	2 <sup>nd</sup> Floor Paterno	978-1400064281 HM1033.H43 2007
Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant	Kim, Chan	3 <sup>rd</sup> Floor Paterno	978-1591396192 HF5415.153.K53 2005
Competitive Strategy: Techniques for Analyzing Industries and Competitors	Porter, Michael	3 <sup>rd</sup> Floor Paterno	978-0684841489 HD41.P67 1998

# 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\*\*



# Skills

## Top 10 Traits Looked for When Hiring

### 1. Lots of Energy

- Simply put, some people have it and 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 happens 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 an 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.



# 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.

## Contact Us to Learn More about the Marketing Department

Steph Ironside  
The Pennsylvania State University  
Smeal College of Business  
Marketing Department  
455 Business Building  
University Park, PA 16802

Phone: (814) 865-1869

Fax: (814) 865-3015

Email: [marketing@smeal.psu.edu](mailto:marketing@smeal.psu.edu)

Web: <https://www.smeal.psu.edu/marketing>

Facebook: <https://www.facebook.com/pennstatesmealmarketingdepartment>



**PennState**  
Smeal College of Business