

MARKETING

SELECTED RESOURCES FROM THE UNI CAREER SERVICES LIBRARY (CSL) ***

- *Marketing & Sales Career Directory*
- *Your Career in Direct Marketing and Direct Response Advertising*
- *Sales and Business Management Manual*
- *Some Special and Leading Edge Career Opportunities in Retailing: Direct Marketing, Database Marketing, Electronic, Marketing.*
- *Careers in Magazine Circulation Marketing*

***The Career Services Library (CSL) is temporarily relocated in Rod Library, on the north side of the library's main floor near the Career Collection and north stairwell. Please contact [Career Services](#), 319-273-6857, if you have difficulty in finding any of the CSL resources.

UNI LIBRARIES

Use subject or keyword to search the UNI libraries ([Career Services Library](#), [Rod Library](#), etc.) for information on specific occupations. Enter the career field followed by the phrase *vocational guidance*, e.g. *marketing - vocational guidance*. Other subject terms are: *career development, occupations, professions, job descriptions*.

POSSIBLE CAREER OPTIONS

(Some career options may require advanced degree)

Advertising Copywriter	Marketing Field Coordinator	Promotions Assistant/Coordinator
Advertising Executive	Marketing Planner	Public Relations Specialist
Commercial Artist	Marketing Researcher	Research Analyst
Consultant	Marketing/Sales Manager	Retail Manager
Customer Relations	Media Buyer/Analyst	Sales Agent
Customer Sales Representative	Media Estimator	Sales Representative
Direct Mail Specialist	Special Events Planning	Specialty Advertising Distributor
Event Marketing Planner	Media Planner	Telecommunications Assistant/Director
Franchise Specialist	Non-Profit Organization	Telemarketing Representative
Fund-Raiser	Manager	Telemarketing Specialist
International Marketer	Packaging Specialist	Television Shopping Channel Coordinator
Internet Marketing Specialist	Product Analyst	Wholesale Salesperson
Inventory Manager	Sports Marketer	Market Analyst/Researcher
Lobbyist	Marketing Assistant/Director	

SELECTED WEB RESOURCES

(NOTE: Links to non-UNI Internet sites are provided for your convenience and do not constitute an endorsement)

EXPLORING CAREERS

UNI Career Services www.uni.edu/careerservices/

Career Exploration Resources www.uni.edu/careerservices/students/explore/careerresources.html

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

JOB HUNTING

UNI Career Services: Find Employers and Jobs www.uni.edu/careerservices/

UNI CareerLink www.uni.edu/careerservices/careerlink/

Advertising Age adage.com/talentworks/

Marketing Jobs www.marketingjobs.com/

Marketing & Sales Jobs Page www.nationjob.com/marketing

Pharmaceutical Sales employment www.pharmaceuticalsalescareer.com/links.htm

Pharmaceutical Sales Career Resource Center www.pharmaceuticalsaleshelp.com

Pharmaceutical Employment Links www.pharmaceuticalsales.com/links.html

UNI Rod Library: Career Related Information and Job Banks www.library.uni.edu/ris/career.shtml

ASSOCIATIONS/ORGANIZATIONS

Academy of Marketing Science www.ams-web.org/

American Academy of Advertising advertising.utexas.edu/AAA/

American Marketing Association www.marketingpower.com/

Association for Consumer Research www.acrwebsite.org/

Direct Marketing Association www.the-dma.org/

International Advertising Association www.the-dma.org/

Market Research Society www.marketresearch.org.uk/index.htm

Marketing Educators' Association www.cwu.edu/%7Eluptonr/mea/

Marketing Research Association www.mra-net.org/

Marketing Science Institute www.msi.org/

Midwest Direct Marketing Association www.mdma.org/

American Association of Advertising Agencies www.aaaa.org/eweb/startpage.aspx

Advertising Federation of Cedar Rapids www.adfedcr.com/

Advertising World: Associations advertising.utexas.edu/world/index.asp?pageid=Associations

[Find for more Associations](#)

OTHER ONLINE RESOURCES

Information by Subject from UNI Rod Library www.library.uni.edu/subject/index.html

SEARCH THE INTERNET

Use search engines or subject directories (www.library.uni.edu/dbandcat/search.shtml) to search the Internet. Use keywords such as the name of the field plus careers or jobs - e.g. "careers in marketing" or "marketing jobs" or "jobs in marketing." Use phrases such as "what can I do with a major in ..." with the name of the field of interest - e.g. "what can I do with a major in marketing." Look for categories such as "jobs" or "careers" in subject directories.

SELECTED ACTION VERBS FOR THE RESUME

Acted	Budgeted	Created	Implemented	Performed	Recorded
Adjusted	Calculated	Determined	Improved	Planned	Reduced
Administered	Compiled	Developed	Maintained	Posted	Researched
Allocated	Completed	Entered	Managed	Prepared	Resolved
Analyzed	Composed	Established	Marketed	Programmed	Retrieved
Anticipated	Computed	Estimated	Measured	Projected	Reviewed
Appraised	Conserved	Expanded	Monitored	Provided	Supported
Assessed	Controlled	Forecasted	Oversaw	Qualified	Utilized
Balanced	Corrected	Generated	Passed	Reconciled	Worked

EMPLOYERS WHO HAVE HIRED UNI STUDENTS

Aegon Group	Allied Insurance a Nationwide Company	Cedar Valley Financial Services
Cintas Corporation	Consulting & Marketing	CH Robinson Worldwide, Inc
Des Moines Register	Dillard's Department Store	Electrolux
Enterprise Rent-A-Car	Ernst & Young	EYI Services
Farm Seed Plant Sciences	Financial Decisions Group	Flynn Wright
Hajoca Corporation	Hertz Local Edition	Hubbell Homes
Hy-Vee Inc.	Union Planters Bank	Iowa Telecom
United Rentals, Inc	KPMG LLP	Von Maur
Woodward Communications	Maytag	MetLife
Nabisco	Nestle PURINA PetCare Co	Nexstar
Pella Corporation	Thrivent Financial for Lutherans	Price Laboratory School
PricewaterhouseCoopers	Principal Financial Group	Quakerdale
Scheels	Seagull Outfitters	Wells Fargo Financial
State Farm Insurance	Struthers Brothers	Target
Team Gold of Avon & Mark	The Des Moines Register	The Mudd Group

UNI CAREER SERVICES • SSC 214 (East Bartlett) • (319) 273-6857 • www.uni.edu/careerservices/
CAREER SERVICES LIBRARY (CSL) • www.uni.edu/careerservices/careerlibrary/
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