

MARKETING

In the Marketing Department, you won't just master essential concepts, you will receive a solid foundation in business theories to better prepare for your professional career. Faculty will also help you put theory into practice with internship and career opportunities tailored to your interests. The end result? You will leave Carthage ready and confident to succeed in business.



SKILLS

- Critical thinking
- Planning
- Self-motivated
- Persuading
- Generating ideas
- Self confidence
- Selling
- Motivating people
- Written communication skills
- Creativity
- Marketing presentations
- Problem solving
- Numerical computation
- Computer literacy
- Interpersonal skills
- Analyze and interpret data



CAREER PATHS

Please note that this list includes careers requiring differing degrees of education and training.

- Marketing Manager
- Public Relations Specialist
- Sales Representative
- Advertising
- Telemarketing Manager
- Promotion Specialist
- Sales Manager
- Marketing Research Analyst
- Direct Mail Specialist
- Import/Export Manager
- Retail Manager
- Consumer Affairs Specialist
- Internet Marketing Specialist
- Development Officer

MAJORS TO
CAREERS

 **96%**

of alumni have a job within six months or are attending grad school

 **50+**
INDUSTRIES

Carthage alums pursue opportunities in over 50 different industries



STARTING SALARY RANGES

Marketing Managers

PERCENTILE	10%	25%	50% (MEDIAN)	75%	90%
Wisconsin Annual Wage	\$67,140	\$84,610	\$107,850	\$136,330	\$180,160
Illinois Annual Wage	\$55,650	\$78,860	\$111,900	\$153,380	\$197,970



COMPANIES EMPLOYING CARTHAGE GRADUATES

- Allen Foods- Marketing Assistant
- Skudder Kemper- Investment Representative
- Motorola- Credit Analyst
- Andis Co.- Midwest Regional Sales Manager
- Quick Soft- Director of Marketing
- Snap-on- Marketing & Trade Show Specialist
- Johnson Financial Group- VP of Personal Insurance
- Discover Financial Services- Marketing
- Best Buy Corp. – Inventory Analyst
- Qualtech- Marketing Assistant
- Hewitt Associates- Human Resources Consultant
- JP Morgan- Loan Officer Associate
- Cardinal Health- Inside Sales Representative
- Enterprise Auto- VP of Human Resources



MAJOR JOB SEARCH ENGINES

- Carthage Career Connection
- Marketing Hire
- Marketing Jobs
- Marketing Research
- American Advertising Federation
- American Marketing Association
- Marketing Research Association
- National Association of Sales Professionals
- Public Relations Society of America
- Sales and Marketing Executives International

CONTACT US

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