

# CAREER SEARCH ESSENTIALS

## MBA CONCENTRATION: MARKETING

### **People at NC State you should know:**

- Dr. Mitzi Montoya -- [montoya@ncsu.edu](mailto:montoya@ncsu.edu)
- Dr. David Henard -- [dhhenard@ncsu.edu](mailto:dhhenard@ncsu.edu)
- Dr. Sangkil Moon -- [smoon2@ncsu.edu](mailto:smoon2@ncsu.edu)
- Dr. Wooseong Kang -- [wooseong\\_kang@ncsu.edu](mailto:wooseong_kang@ncsu.edu)
- Dr. Deepak Sirdeshmukh -- [dsirdes@ncsu.edu](mailto:dsirdes@ncsu.edu)
- Dr. Michael Stanko -- [mike\\_stanko@ncsu.edu](mailto:mike_stanko@ncsu.edu)
- Dr. Thomas Hollmann -- [thomas\\_hollmann@ncsu.edu](mailto:thomas_hollmann@ncsu.edu)
- Dr. Jon Bohlmann -- [jon\\_bohlmann@ncsu.edu](mailto:jon_bohlmann@ncsu.edu)
- Ms. Claudia Kimbrough -- [claudia\\_kimbrough@ncsu.edu](mailto:claudia_kimbrough@ncsu.edu)
- Mr. Phil Reuschle -- [ncsureuschle@nc.rr.com](mailto:ncsureuschle@nc.rr.com)
- Mr. Ed Weems -- [edweems@venturemanagementinc.com](mailto:edweems@venturemanagementinc.com)
- Mr. Joe Pirozzi -- [jpirozzi@mindspring.com](mailto:jpirozzi@mindspring.com)

### **Books you should read:**

*Marketing Metrics: 50+ Metrics Every Executive Should Master* (2006), by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein. Wharton School Publishing.

*Marketing Management* (2006), by Philip Kotler and Kevin Lane Keller. Prentice-Hall.

*Marketing to the Social Web: How Digital Customer Communities Build Your Business* (2007), by Larry Weber. Wiley Publishing.

*How Customers Think: Essential Insights into the Mind of the Market* (2003), by Gerald Zaltman. Harvard Business School Press.

*Competing on Analytics: The New Science of Winning* (2007), by Thomas H. Davenport (Author), Jeanne G. Harris. Harvard Business School Press.

### **Websites you should visit:**

- <http://www.triangleama.org/>
- <http://marketing.about.com/>
- <http://www.marketingjobs.com/>
- <http://www.brandweek.com/bw/index.jsp>
- <http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMAPublications.aspx>

### **Organizations you should join:**

- American Marketing Association (AMA) -- <http://www.marketingpower.com/>
- Triangle Chapter of the AMA -- <http://www.triangleama.org/>
- Direct Marketing Association -- <http://www.the-dma.org/index.php>
- Business Marketing Association -- <http://www.marketing.org/>
- INFORMS -- <http://www.informs.org/>

**Career Fairs you should attend:**

- Carolina MBA Connection – joint career fair with NCSU, UNC, Duke & Wake Forest

**Career paths you should investigate:**

- Marketing Manager
- Marketing Strategy/Planning
- Market or Business Analyst
- Product Manager
- Brand Manager
- Marketing Communications Manager
- Sales Manager
- Market Researcher
- Account Manager
- Public Relations
- Customer Service/ Customer Relations Manager
- Non-Profit Marketing
- Consulting