Internship recruiting starts very early in the fall. All resumes need to be finalized and approved by September 1. Students need to be prepared for interviews by mid-September.

Marketing Definition
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. 
American Marketing Association: https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx

What is Marketing?
A truly marketing-minded firm tries to create value-satisfying goods and services that consumers will want to buy. What it offers for sale includes not only the generic product or service, but also how it is made available to the customer, in what form, when, under what conditions, and at what terms of trade. Most important, what it offers for sale is determined not by the seller but by the buyer. The seller takes cues from the buyer in such a way that the product becomes a consequence of the marketing effort, not vice versa.
Theodore Levitt: Marketing Myopia

Career Titles
- MBA Rotational Program
- Services Marketing Engineer
- Marketing Manager
- Associate Client Manager
- Marketing Coordinator
- Assistant Brand Manager
- Product Management
- Senior Marketing Analyst
- Product Manager
- Customer Advocate Strategy
- Director of Marketing
- Marketing Consultant
- Patient Care Experience
- Brand Strategist
- Marketing Analyst
- Service Strategy
- On-Line Mobile Sales
- Customer Service Manager
- Customer Lifetime Value Analyst
- Market Research Analyst
- Marketing Project Leader
- Associate Brand Manager
- Communications Associate
- Associate Product Manager
- Business Unit Manager
- Leadership Development Program
- Social Media Strategist
- Service Innovation Manager
- Global Customer Engagement
- Customer Loyalty Specialist
- Customer Care Director
- Digital Media Associate
- Business Development

Skills
- Data Science
- Marketing Analytics
- Client Relations
- Pricing Methods
- Brand Management
- Industry Analysis
- Strategic Development
- Market Research
- Product Positioning
- Customer Segmenting
- Design
- CRM
- Data Segmentation
- Customer Life Time Value Analysis

Notable Recruiting Companies
- Henkel
- PetSmart
- Bank Of America
Sample Internship Projects
1. Customer Lifetime value assessment – Specialty pharmacy

Key Terms & Acronyms
AMA Marketing Dictionary
The Ultimate List of Marketing Terms You Should Know

Sample Interview Questions
10 Sample Marketing Job Interview Questions
Traditional Questions
Behavior-based Questions
Situational Interviews
Questions to ask the employer
Phone Interview Tips

Sample Resumes
Template
First year
Second year

GCC Career Tools
Interview Stream
Vault
CareerShift
Glassdoor

Beyond-B School (access through WPC Connect)
RelishMBA
MBA Case

ASU Career Tools
Sun Devil CareerLink
Goinglobal
Candid Career

W. P. Carey Graduate Student Clubs
There will be a Student Club Fair in August where you can get more information about joining the different graduate student clubs.

Graduate Marketing Association
Business Information Management Association (BIMA)
Consulting Club

Professional Organizations
It is very important for students to consider joining professional organizations while in school. Students typically receive free or reduced membership prices. These organizations provide a wealth of resources in your chosen field, as well as opportunities to network with professionals. In addition, as a member of
an organization you can add this to your resume, which shows a commitment to your chosen field and is looked upon favorably by recruiters and hiring managers.

**American Marketing Association (AMA)**  
Regular Membership $220 – Young Professional $110  

**Society for Marketing Professional Services (SMPS)**  
Regular Membership $390 – Student Rate $25  

**Business Marketing Association (BMA)**  
Regular Membership $300 – Young Professional $75  

**Association of International Product Marketing and Management (AIPMM)**  
Premium Membership $175 – Basic Membership $125

**Certifications**

**Association of International Product Marketing and Management (AIPMM)**  
Certified Professional Services Marketer (CPSM)

**Articles/Publications**

**AMA Marketing News**  
**Marketing Profs**

**Online Resources**

- **Websites:**
  - Careers in Marketing

- **Twitter feeds:**
  - Econsultancy: @Econsultancy  
  - Marketing Magazine: @MarketingUK  
  - Ann Handley: @MarketingProfs  
  - eMarketer: @eMarketer  
  - AMA: @AMA_Marketing  
  - Interbrand: @interbrand

- **Newsletters:**
  - Marketing Sherpa  
  - BMA Smart Brief

- **Videos:**
  - Gary Vaynerchuck Vistage Keynote

- **LinkedIn Groups:**
  - W. P. Carey School of Business at Arizona State University  
  - Forte Foundation  
  - The 2-Hour Job Search – Q&A Forum  
  - Marketing Communication  
  - Brand Management  
  - Digital Marketing

- **LinkedIn Channels:**
  - Big Ideas & Innovation  
  - Social Media  
  - Marketing & Advertising  
  - Design

- **Job Boards:**
Alumni Success Stories

- American Express: Brady Cullimore
- Avella Specialty Pharmacy: Todd Speranzo
- Bard: Nick Boggs