

# MARKETING MAJOR OUTCOMES

Most marketing graduates begin their careers as either a sales or marketing trainee in a wide variety of industries, such as pharmaceuticals, banking, insurance, retail and consumer product companies. Other positions include advertising and promotions, brand management, event planning, market research, retail management, purchasing, and real estate. Opportunities are abundant in marketing and Creighton graduates are successful in finding jobs that closely match their career goals.

**THE MEDIAN STARTING SALARY FOR A 2014 CREIGHTON GRADUATE IN MARKETING WAS \$41,000.**

Graduates in marketing find professional career opportunities in a wide variety of areas. Some recent Creighton marketing graduates have interned and are employed in the following positions, in addition to gaining acceptance into some of the most prestigious graduate and professional schools in the nation:

Title or Field of Advanced Study	Company or School
Media Buyer	A & K Marketing (Omaha, NE)
Retails Sales Consultant	AT&T (St. Louis, MO & Honolulu, HI)
Vendor Specialist	American Title, Inc. (Omaha, NE)
Sales & Marketing Representative	Applied Underwriters (Omaha, NE & San Francisco, CA)
Recruiting Coordinator	Attero Human Capital Group (Minneapolis, MN)
Recruiter	Aureus Medical Group (Omaha, NE)
Human Resources Associate	Baker's Supermarket (Omaha, NE)
Leadership Development Program – Information Technology	Bell Helicopter (Dallas, TX)
Commercial Underwriter / Claims Analyst	Berkshire Hathaway Homestate Co. (Omaha, NE; Denver, CO)
Marketing Associate	Brite Ideas Decorating (Omaha, NE)
Interactive Project Manager	Bozell (Omaha, NE)
Buyer	Brown Shoe Company (St. Louis, MO)
Inventory Control Analyst	Cabela's, Inc. (Sidney, NE)
Recruiting Coordinator	Cargill (Minneapolis, MN)
Market Research Analyst	Central States Indemnity (Omaha, NE)
Business Analyst / Consultant	Cerner (Kansas City, MO)
Marketing Research Analyst	Cherney Microbiological Services (Milwaukee, WI)

Business Analyst	CNA Insurance ( <i>Chicago, IL</i> )
Brand Sales Representative / Incident Management Analyst / Supply Chain Specialist / Associate Business Systems Analyst / Financial Analyst	ConAgra Foods ( <i>Omaha, NE; Chicago, IL</i> )
Account Executive	Concierge Marketing ( <i>Omaha, NE</i> )
Marketing Specialist	Connecture ( <i>Waukesha, WI</i> )
Marketing Assistant	Continuum Worldwide ( <i>Omaha, NE</i> )
Marketing Assistant	Creative Partners Group ( <i>Minneapolis, MN</i> )
Sales Representative	CSG International ( <i>Chicago, IL</i> )
Exceptions Analyst	Direct Energy ( <i>Tulsa, OK</i> )
Merchandise Assistant	Disney World ( <i>Orlando, FL</i> )
Senior Recruiter	Diversified Solutions ( <i>Omaha, NE</i> )
Management Trainee	Edward Jones ( <i>St. Louis, MO</i> )
Management Trainee	Enterprise ( <i>Omaha, NE &amp; Dallas, TX</i> )
Healthcare Consultant	Epic Systems ( <i>Madison, WI</i> )
Analyst	Federal Reserve Bank ( <i>Kansas City, MO</i> )
Market Research Analyst	FirstComp ( <i>Omaha, NE &amp; Las Vegas, NV</i> )
Service Analyst / Contact Center Specialist	First Data Corporation ( <i>Omaha, NE</i> )
Management Trainee	First National Bank ( <i>Omaha, NE</i> )
Sales Consultant	GALLUP ( <i>Omaha, NE</i> )
Digital Project Manager	Gannett Local ( <i>Phoenix, AZ</i> )
Business Analyst	Garlands, Inc. ( <i>Minneapolis, MN</i> )
Account Representative / Information Technology Leadership Program	General Electric ( <i>Kansas City, MO &amp; Milwaukee, WI</i> )
Leasing Agent	Gibraltar Property Management ( <i>Omaha, NE</i> )
Marketing Coordinator	Golden Nugget Casino ( <i>Las Vegas, NV</i> )
Sales Representative	Hartford Group ( <i>Minneapolis, MN</i> )

PR & Marketing Coordinator / Search Engine Optimization Specialist	Hayneedle ( <i>Omaha, NE</i> )
Recruiting Director / Financial Advisor	Heritage Financial Services ( <i>Omaha, NE</i> )
Management Trainee	Hertz ( <i>Omaha, NE</i> )
Analyst – Product Data Management	Hewlett-Packard ( <i>Roseville, CA &amp; Omaha, NE</i> )
Customer Relations Coordinator	Hostess Brands ( <i>Kansas City, MO</i> )
Sales Consultant	IBM ( <i>Dallas, TX</i> )
Marketing Consultant / Sales Rep	InfoGROUP ( <i>Omaha, NE</i> )
Analyst	International Consulting Group ( <i>Omaha, NE</i> )
Inspection Liaison	Iron Planet ( <i>Omaha, NE</i> )
Marketing Specialist	J.H. Stuckey Distributing ( <i>Omaha, NE</i> )
Event Coordinator	Joslyn Castle ( <i>Omaha, NE</i> )
Sales Representative	Kansas City Chiefs ( <i>Kansas City, MO</i> )
Media Consultant	Kelly Cruises & Tours ( <i>Chicago, IL</i> )
Human Capital Analyst	Kiewit ( <i>Omaha, NE</i> )
Marketing Data Quality Analyst	LexisNexis ( <i>Dayton, OH</i> )
Customer Advocate	LinkedIn ( <i>Mountain View, CA; Omaha, NE</i> )
Public Relations Associate	LVCmag ( <i>Omaha, NE</i> )
Product Development (Merchandising Group)	Macy's ( <i>New York, NY</i> )
Account Manager	Methodist Health Systems ( <i>Omaha, NE</i> )
Marketing Coordinator	Midlands Systems Integrators – MSI ( <i>Omaha, NE</i> )
Recruiter / Account Manager	Mintel International ( <i>Chicago, IL</i> )
Talent Sourcer	Modis ( <i>Omaha, NE</i> )
Financial Advisor / Underwriting Support Specialist	Mutual of Omaha ( <i>Omaha, NE</i> )
Compliance Coordinator	National Indemnity Company ( <i>Omaha, NE</i> )

Financial Planning Specialist	Nelson, Van Denburg & Campbell Wealth Management ( <i>Omaha, NE</i> )
Brand Marketing / Global Running Strategic Planner	Nike, Inc. ( <i>Beaverton, OR</i> )
Merchandising Analyst	Nordstrom ( <i>Seattle, WA</i> )
Associate Marketing Analyst	Northern Tool & Equipment ( <i>Minneapolis, MN</i> )
Account Representative	North, Inc. ( <i>St. Louis, MO</i> )
Marketing Associate / Account Coordinator	OBI Creative ( <i>Omaha, NE</i> )
Marketing Coordinator	Omaha Sports Academy ( <i>Omaha, NE</i> )
Advertising Associate	Omaha World-Herald ( <i>Omaha, NE</i> )
E-Commerce Marketing Coordinator	Oriental Trading Company ( <i>Omaha, NE</i> )
Junior Copywriter	Orthopaedic Marketing Group ( <i>Omaha, NE</i> )
Sales & Leasing Coordinator	Performance Volkswagen ( <i>Omaha, NE</i> )
Pharmaceutical Sales Representative	Pfizer ( <i>Omaha, NE &amp; Dallas, TX</i> )
Sales Representative	Pitney Bowes ( <i>Omaha, NE</i> )
Talent Specialist	Pro Staff ( <i>Minneapolis, MN</i> )
Corporate Trainee	Quad/Graphics ( <i>Milwaukee, WI</i> )
Loan Officer	RedRock Mortgage ( <i>Omaha, NE</i> )
Pharmaceutical Sales Representative	Sanofi-Aventis ( <i>Omaha, NE</i> )
Seniors Sales Representative	Savings Sidekick ( <i>Omaha, NE</i> )
Development Coordinator	Securities America ( <i>Omaha, NE</i> )
Business Development	Shold IT ( <i>Omaha, NE</i> )
Marketing & Sales Coordinator	Signs & Shapes ( <i>Omaha, NE</i> )
Media Planner & Buyer	SKAR Advertising ( <i>Omaha, NE</i> )
Project Manager	Social Rockfish ( <i>Los Angeles, CA</i> )
Media Coordinator / Sales Representative	Sojern, Inc. ( <i>Omaha, NE</i> )
Advertising Manager	Station Casinos ( <i>Las Vegas, NV</i> )
Business Analyst / Executive Team	Target Corporation ( <i>Minneapolis, MN; Omaha, NE; Los Angeles, CA</i> )

Leader	
New Accounts Sales Representative	TD Ameritrade ( <i>Omaha, NE</i> )
Assistant Manager	The Buckle ( <i>Omaha, NE</i> )
Advertising Coordinator	The Pitch ( <i>Kansas City, MO</i> )
Event Planning Director	Think Big Partners ( <i>Kansas City, MO</i> )
Director of Marketing	Thunder Beach ( <i>Omaha, NE</i> )
Emerging Leader Program	UMB Bank ( <i>Kansas City, MO</i> )
Marketing Account Representative	Union Pacific Corporation ( <i>Omaha, NE</i> )
Special Events Associate	University of Nebraska Medical Center ( <i>Omaha, NE</i> )
Small Business Sales Support Specialist	U.S. Bank ( <i>Minneapolis, MN</i> )
Staff Assistant	U.S. Senate ( <i>Washington, DC</i> )
Project Manager	Verde Martin ( <i>Omaha, NE</i> )
Home Mortgage Processor	Wells Fargo ( <i>Omaha, NE</i> )
Management Trainee	Werner Enterprises ( <i>Omaha, NE</i> )
Marketing Support Coordinator	West Corporation ( <i>Omaha, NE</i> )
Marketing Director	Wohlner's Grocery Store ( <i>Omaha, NE</i> )
Backpack Journalist	WOWT – NBC ( <i>Omaha, NE</i> )
Marketing & Sales Analyst / Web & E-Commerce Support Rep	Yahoo!, Inc. ( <i>Omaha, NE</i> )
Account Executive	Yelp! ( <i>Phoenix, AZ</i> )
Claims Trainee	Zurich North America ( <i>Omaha, NE &amp; Chicago, IL</i> )
Law	Duke University ( <i>Durham, NC</i> )
Law / MBA / Pharmacy	Creighton University ( <i>Omaha, NE</i> )
Graphic Design	Pittsburg State University ( <i>Pittsburg, KS</i> )
Law	Saint Louis University ( <i>St. Louis, MO</i> )
MBA	St. Mary's University ( <i>London, England</i> )
Law	University of Dayton ( <i>Dayton, OH</i> )

Law	University of Iowa ( <i>Iowa City, IA</i> )
Health Administration	University of Missouri ( <i>Columbia, MO</i> )
Dentistry	University of Missouri-Kansas City ( <i>Kansas City, MO</i> )
Law	University of North Carolina – Charlotte ( <i>Charlotte, NC</i> )

## CAREER ASSISTANCE

The Heider College of Business Administration at Creighton gives you the chance to test your skills in the real world through its premier internship programs. The Creighton Career Center works closely with students to assist them in finding full-time positions in which to utilize their knowledge to work after graduation.

## OCCUPATIONAL OUTLOOK INFORMATION:

Occupational Outlook Handbook (U.S. Department of Labor) – [www.bls.gov/oco](http://www.bls.gov/oco)  
Advertising, Marketing, Promotions, Public Relations & Sales Managers – <http://stats.bls.gov/oco/ocos020.htm>  
Market and Survey Researchers – <http://stats.bls.gov/oco/ocos013.htm>  
Purchasing Managers, Buyers, and Purchasing Agents – <http://stats.bls.gov/oco/ocos023.htm>  
Sales Representatives, Wholesale and Manufacturing – <http://stats.bls.gov/oco/ocos119.htm>  
Real Estate Brokers and Sales Agents – <http://stats.bls.gov/oco/ocos120.htm>

## CAREER INFORMATION AND JOB SEARCH RESOURCES:

Creighton Career Center – [www.creighton.edu/careercenter](http://www.creighton.edu/careercenter)  
Jobs4Jays – [www.creighton.edu/careercenter/jobs4jays](http://www.creighton.edu/careercenter/jobs4jays)  
Vault's Career Insider – <http://careerinsider.vault.com/wps/portal/careerinsider?parrefer=2213>  
Going Global – [www.creighton.edu/careercenter/goingglobal](http://www.creighton.edu/careercenter/goingglobal)  
JobWeb (from the National Association of Colleges and Employers) – [www.jobweb.com](http://www.jobweb.com)  
The Riley Guide – [www.rileyguide.com](http://www.rileyguide.com)  
USA Jobs (Federal Government Jobs) – [www.usajobs.gov](http://www.usajobs.gov)  
LinkedIn – [www.linkedin.com](http://www.linkedin.com)  
Marketing Jobs – [www.marketingjobs.com](http://www.marketingjobs.com)  
Marketing Hire – [www.marketinghire.com](http://www.marketinghire.com)

## PROFESSIONAL ASSOCIATIONS:

American Marketing Association (AMA) – [www.marketingpower.com](http://www.marketingpower.com)  
Business Marketing Association – <http://careerlink.marketing.org/search.cfm>  
Direct Marketing Association – [www.the-dma.org](http://www.the-dma.org)  
National Association of Sales Professionals (NASP) – [www.nasp.com](http://www.nasp.com)  
Sales and Marketing Executives International – [www.smei.org](http://www.smei.org)


  
**Creighton**  
UNIVERSITY  


---

**John P. Fahey Career Center**