

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 2016 CREIGHTON GRADUATE IN MARKETING WAS \$42,000.

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)
Technology Leadership Development Program	Allstate (Chicago, IL)
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)
Analyst	Atlas Network (Washington, DC)
Recruiting Coordinator	Attero Human Capital Group (Minneapolis, MN)
Recruiter / Social Media Recruiter	Aureus Medical Group (Omaha, NE)
Human Resources Associate	Baker's Supermarket (Omaha, NE)
National Sales and Marketing Manager, Pro Specialty	Battle Sports Science (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)
Community Engagement Coordinator	Brené Brown Research and Education Group (Houston, TX)
Buyer	Brown Shoe Company (St. Louis, MO)
Client Onboarding Specialist / Business Development Rep	BuilderTrend (Omaha, NE)
Recruiter	C&A Industries (Omaha, NE)
Inventory Control Analyst	Cabela's, Inc. (Sidney, NE)

Direct Marketing Specialist / Events and Promotions Specialist	Caeser's Entertainment (<i>Council Bluffs, IA</i>)
Recruiting Coordinator	Cargill (<i>Minneapolis, MN</i>)
Market Research Analyst	Central States Indemnity (<i>Omaha, NE</i>)
Business Analyst / Consultant	Cerner (<i>Kansas City, MO</i>)
Marketing Research Analyst	Cherney Microbiological Services (<i>Milwaukee, WI</i>)
Sales Professional	Cintas (<i>Omaha, NE</i>)
Associate Sales Representative	Cisco (<i>Raleigh, NC</i>)
Business Analyst	CNA Insurance (<i>Chicago, IL</i>)
Brand Sales Representative / Incident Management Analyst / Supply Chain Specialist / Associate Business Systems Analyst / Financial Analyst	ConAgra Brands (<i>Omaha, NE; Chicago, IL</i>)
Account Executive	Concierge Marketing (<i>Omaha, NE</i>)
Marketing Specialist	Connecture (<i>Waukesha, WI</i>)
Account Executive	Constellation Agency (<i>New York City, NY</i>)
Marketing Assistant	Continuum Worldwide (<i>Omaha, NE</i>)
Marketing Assistant	Creative Partners Group (<i>Minneapolis, MN</i>)
Assistant Director of Athletic Development	Creighton University (<i>Omaha, NE</i>)
Sales Representative	CSG International (<i>Chicago, IL</i>)
Sales Associate	DatabaseUSA (<i>Omaha, NE</i>)
Project Manager	Deep Focus (<i>New York City, NY</i>)
Inside Sales Executive	DHL Express (<i>Phoenix, AZ</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>)
Project Specialist	DocuTap (<i>Sioux Falls, SD</i>)
Management Trainee	Edward Jones (<i>St. Louis, MO</i>)
Management Trainee	Enterprise (<i>Omaha, NE; Dallas, TX</i>)
Healthcare Consultant	Epic (<i>Madison, WI</i>)
Finance & Insurance Manager	Ethos Group – Beardmore Chevrolet (<i>Omaha, NE</i>)
Group Ticket Sales	Fargo Force (<i>Fargo, ND</i>)
Analyst	Federal Reserve Bank (<i>Kansas City, MO</i>)
Market Research Analyst	FirstComp (<i>Omaha, NE; Las Vegas, NV</i>)

Service Analyst / Contact Center Specialist	First Data Corporation (<i>Omaha, NE</i>)
Management Trainee / Business Banking Underwriting Analyst	First National Bank (<i>Omaha, NE</i>)
Marketing Coordinator	Flywheel (<i>Omaha, NE</i>)
Ford College Grad Program	Ford Motor Company (<i>Dearborn, MI</i>)
Marketing Coordinator	Forum Real Estate Group (<i>Denver, CO</i>)
Flight Schedules Analyst	Frontier Airlines (<i>Denver, CO</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; Milwaukee, WI</i>)
Business Development Associate	GfK (<i>Minneapolis, MN</i>)
Leasing Agent	Gibraltar Property Management (<i>Omaha, NE</i>)
Marketing Coordinator	GISI Marketing Group (<i>Tualatin, OR</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; 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 / Corporate Recruiter	Kiewit (<i>Omaha, NE</i>)
Account Manager	Level 3 Communications (<i>Denver, CO</i>)
Marketing Data Quality Analyst	LexisNexis (<i>Dayton, OH</i>)

Community Health Fellow	LifeLong Medical Care (<i>Berkeley, CA</i>)
Customer Advocate / Search Marketing Specialist	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 City, NY</i>)
Music Manager Associate	Maha Music Festival (<i>Omaha, NE</i>)
Consultant	MarketSphere Consulting (<i>Omaha, NE</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>)
Sales Representative & Development	Moody's Analytics (<i>Omaha, NE</i>)
Financial Advisor / Underwriting Support Specialist / Human Resources Specialist	Mutual of Omaha (<i>Omaha, NE</i>)
Compliance Coordinator	National Indemnity Company (<i>Omaha, NE</i>)
Analyst	Nebraska Alliance Realty Company (<i>Omaha, NE</i>)
Advisor I	Nelnet (<i>Omaha, NE</i>)
Financial Planning Specialist	Nelson, Van Denburg & Campbell Wealth Management (<i>Omaha, NE</i>)
Business Development Rep	NetSuite (<i>Denver, CO</i>)
Account Coordinator	News America Marketing (<i>Chicago, IL</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>)
Product and Marketing Specialist	Old Navy (<i>Omaha, NE</i>)
Marketing Coordinator	Omaha Sports Academy (<i>Omaha, NE</i>)
Business Development Specialist	Omaha Steaks (<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; Dallas, TX</i>)

Sales Representative	Pitney Bowes (<i>Omaha, NE</i>)
Talent Specialist	Pro Staff (<i>Minneapolis, MN</i>)
Associate Media Planner	Publicis Health Media (<i>Chicago, IL</i>)
Corporate Trainee	Quad/Graphics (<i>Milwaukee, WI</i>)
Marketing Content Specialist	Quantum Workplace (<i>Omaha, NE</i>)
Advertising Project Management	Retailgence (<i>Minneapolis, MN</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 / Social Media Specialist	SKAR Advertising (<i>Omaha, NE</i>)
Project Manager	Social Rockfish (<i>Los Angeles, CA</i>)
Media Coordinator / Sales Representative / Solutions Advocate	Sojern (<i>Omaha, NE</i>)
Student Affairs-Program Assistant	Stanford University (<i>Palo Alto, CA</i>)
Advertising Manager	Station Casinos (<i>Las Vegas, NV</i>)
Business Analyst / Executive Team Leader	Target Corporation (<i>Minneapolis, MN; Omaha, NE; Los Angeles, CA</i>)
New Accounts Sales Representative	TD Ameritrade (<i>Omaha, NE</i>)
Assistant Manager	The Buckle (<i>Omaha, NE</i>)
Social Media Coordinator	The New BLK (<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>)
Marketing & Social Media Specialist	Together We Rise (<i>Los Angeles, CA</i>)
Logistics Accounting Executive Trainee	Total Quality Logistics (<i>Denver, CO</i>)
Medical Recruiter	Triage Staffing (<i>Omaha, NE</i>)
Emerging Leader Program	UMB Bank (<i>Kansas City, MO</i>)
Branding Specialist	Under Armour (<i>Austin, TX</i>)
Marketing Account Representative	Union Pacific (<i>Omaha, NE</i>)
Mortgage Loan Officer	United Republic Bank (<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>
Analytics Optimization Intern	VML <i>(Chicago, IL)</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! <i>(Omaha, NE)</i>
Account Executive	Yelp! <i>(Phoenix, AZ)</i>
Claims Trainee	Zurich North America <i>(Omaha, NE; Chicago, IL)</i>
Law / MBA / Pharmacy	Creighton University <i>(Omaha, NE)</i>
Law	Duke University <i>(Durham, NC)</i>
Education & Human Development	George Washington University <i>(Washington, DC)</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>
Project Management	University of Wisconsin Platteville <i>(Platteville, WI)</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

[Advertising, Promotions, and Marketing Managers](#)

[Advertising Sales Agents](#)

[Buyers and Purchasing Agents](#)

[Fundraisers](#)

[Insurance Sales Agent](#)

[Market Research Analysts](#)

[Meeting, Convention, and Event Planners](#)

[Purchasing Managers](#)

[Real Estate Brokers and Sales Agents](#)

[Sales Managers](#)

[Wholesale and Manufacturing Sales Representatives](#)

CAREER INFORMATION AND JOB SEARCH RESOURCES:

John P. Fahey Career Center – www.creighton.edu/careercenter

Jobs4Jays – 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

USA Jobs (Federal Government Jobs) – www.usajobs.gov

LinkedIn – www.linkedin.com

Marketing Jobs – www.marketingjobs.com

Marketing Hire – www.marketinghire.com

PROFESSIONAL ASSOCIATIONS:

American Marketing Association (AMA) – www.ama.org

Business Marketing Association – <http://careerlink.marketing.org/search.cfm>

Data & Marketing Association – www.the-dma.org

National Association of Sales Professionals (NASP) – www.nasp.com

Sales and Marketing Executives International – www.smei.org

