Marketing majors analyze competitive landscapes, conduct data-driven research analysis and produce innovative solutions to complex business problems. Marketing focuses on identifying and communicating the benefits of a product or service to potential customers. Once marketers can identify value, then they can create, communicate and deliver products and services into the hands of the consumer.

Informed by numbers, driven by principle.

Sources of Accepted Full-Time Offers*

WASHU CLUBS/OPPORTUNITIES
- WashU Marketing Association (WUMA)
- Net Impact
- Center for Experiential Learning
- Skandalaris Center

Common Industries
Brand/Product Management, Marketing Research, Customer Analytics, Digital Marketing and Social Media, Retail Management and Merchandising, Agency Management, Advertising, Public Relations and Promotions, Sales, Sports and Entertainment Marketing

Top Olin Full-Time Employers

Full-Time Employer Industries*
Consulting, Consumer Products, Ecommerce, Financial Services, Media/Entertainment, Retail, Technology

Top Olin Internship Employers*

Soft Skills
Creativity, innovation, persuasion, analytical thinking, communication, interpersonal skills, collaboration, organization, ethical decision-making, global outlook, entrepreneurial mind-set

Additional Opportunities
Strategic Consulting, Business Development, Fundraising

Information collected from self-reported student data from the Class of 2019.
Career Search Timeline

**FIRST YEAR**

**Fall Semester**
- Meet with your designated Career Coach
- Attend Activities Fair to find ways to get involved on campus
- Get acclimated to campus
- Attend employer events on campus
- Develop resume and create profile in CareerLink
- Join WashU Career Center’s career interest group(s)

**Spring Semester**
- Create LinkedIn profile and have your Career Coach review it
- Conduct informational interviews
- Attend career-related events (coffee chats, info sessions, etc.)
- Explore companies that interest you
- Research different marketing organizations
- Discuss marketing class selection and study abroad opportunities with your Academic Adviser

**Summer**
- Expand your network, both in person and on LinkedIn
- Connect with upperclassmen to learn about their experiences
- Update your resume if you have a summer job or internship
- Consider working in an industry of interest and offer to assist with social media or another area of marketing

**WASHU CAREER INTEREST GROUPS**
https://students.wustl.edu/career-interest-groups/

**SECOND YEAR**

**Fall Semester**
- Participate in Management 201
- Update resume and meet with your Career Coach
- Visit employer info sessions and events to start to determine target employers and job functions
- Seek out leadership opportunities and involvement with campus organizations
- Start researching career treks and roadshows

**Spring Semester**
- Attend WashU Career Fair
- Attend marketing conferences and join organizations
- Practice interview skills with your Career Coach
- Conduct informational interviews
- Continue networking; follow companies on LinkedIn and social media
- Report summer plans to your Career Coach

**Summer**
- Continue to add to your skill set and develop your personal brand
- Attend summer leadership programs and conferences
- Volunteer within your area of interest, if you don’t have an internship or job
- Schedule an internship check-in with your Career Coach

**THIRD YEAR**

**Fall Semester**
- Update resume and cover letters regarding summer experiences; have your Career Coach or Career Peer Leader review them
- Attend employer events on campus
- Review CareerLink and company websites for opportunities
- Seek leadership roles in extracurricular activities
- Continue networking and interacting with employers and alumni
- Make appointments with your Career Coach for mock interviews
- Explore grad school, if interested

**Spring Semester**
- Continue working with your Career Coach when studying abroad
- Prepare for your summer internship

**Summer**
- Enjoy your summer internship—remember that a full-time offer may be extended at the end of summer
- Expand your network at your internship
- Continue to add to your skill set and develop your personal brand
- Update your resume and LinkedIn profile
- Evaluate your internship experience
- Work with your Career Coach to prepare for fall recruiting
- Schedule an internship check-in with your Career Coach

**FOURTH YEAR**

**Fall Semester**
- Participate in fall recruiting, as needed
- Meet with your Career Coach to evaluate offers and discuss negotiations
- Become a mentor for underclassmen
- Review salary negotiation resources

**Spring Semester**
- Continue to apply and network to identify full-time opportunities
- Prepare for transition to full-time work
- Build WashU network in future job location
- Share career search experience with your Career Coach

**Summer**
- Begin your career!
- Connect with current WashU students
- Stay connected and engaged as an alum

Contact Us.
Schedule an appointment with your Career Coach
Weston Career Center
210 Knight Hall
314-935-5950
wcc@olin.wustl.edu
olincareers.wustl.edu