

Marketing Career Resource Websites

Career Exploration in the Marketing Field

The following sites provide you with information about a career in marketing, for purposes of career research and exploration.

Careers-in-Business - Marketing

<http://careers-in-marketing.com/>

Occupational Outlook Handbook - Marketing

- Advertising, Promotions and Marketing Managers:
www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm
- Market Research Analyst:
www.bls.gov/ooh/business-and-financial/market-research-analysts.htm
- Public Relations Managers and Specialists:
<http://www.bls.gov/ooh/management/public-relations-managers.htm>

O*NET OnLine - Marketing

www.onetonline.org/find/result?s=marketing&g=Go

OpenAdvertising.aaaa.org - Advertising

<http://openadvertising.aaaa.org/>

What Can I Do With This Major? - Marketing and Public Relations

Marketing: <http://whatcanidowiththismajor.com/major/marketing>

Public Relations: <http://whatcanidowiththismajor.com/major/public-relations>

Dictionary of Marketing Terms

American Marketing Association - Dictionary

www.marketingpower.com/layouts/Dictionary.aspx

This site gives you a comprehensive list of marketing terms, along with definitions for each.

Marketing Certifications

These sites give you a listing of various certifications, credentials and other designations that will help you distinguish yourself in the marketing field.

American Marketing Association – Professional Certified Marketer Program

www.marketingpower.com/Careers/Pages/ProfessionalCertifiedMarketer.aspx

Association of International Product Marketing and Management – Get Certified to Excel

www.aipmm.com/html/certification/

International Association of Business Communication – Accreditation

www.iabc.com/abc/

National Association of Sales Professionals – Certification

www.nasp.com/pr/certification/certification.asp

Public Relations Society of America – Accredited in Public Relations Credential

www.prsa.org/Learning/Accreditation/

Sales and Marketing Executives International – Professional Certification

www.smei.org/displaycommon.cfm?an=4

Society for Marketing Professional Services – Certified Professional Services Marketer Program

www.smps.org/certification/

Job Search in the Marketing Field

The following sites provide you with information and resources for your marketing job search:

Ad Age Talent Works (Job Listings – Advertising)

<http://jobs.adagetalentworks.com/>

Advertising Media Internet Community (Job Listings – Advertising)

www.amic.com/adjobs/

American Marketing Association – Career Resource Center (Job/Internship Listings)

www.marketingpower.com/Careers/Pages/default.aspx

American Marketing Association – Marketing Resource Directory (Company Listing by Category)

<http://marketingresourcedirectory.marketingpower.com/>

Careers PR Week (Job Listings – Public Relations)

http://careers.prweekus.com/home/index.cfm?site_id=11138

Jobs in Business, Management, Finance, Accounting, Marketing and Sales

www.quintcareers.com/business_jobs.html

Job Listings – Sales, Advertising and Marketing

<http://rileyguide.com/sales.html>

MarketingHire.com (Job Listings – Marketing, Public Relations and Sales)

www.marketinghire.com/

MarketingJobs.com (Job Listings – Marketing, Sales and Advertising)

www.marketingjobs.com/

MarketingManager.com (Job Listings – Marketing and Sales Managers)

www.marketingmanager.com/

MarketResearchJobs.net (Job Listings – Market Research)

<http://market-research.jobs.net/>

Mashable (Social Media and Web Jobs)

<http://jobs.mashable.com/a/all-jobs/list>

Sales Animals (Job Listings – Sales)

www.salesanimals.com/

Sales Careers Online (Job Listings – Sales)

www.salecareersonline.com/

Sales Force Search (Search Firm – Sales)

www.salesforcerearch.com/

Sales Gravy (Job Listings – Sales)

www.salesgravy.com/

SalesHeads.com (Job Listings – Sales)

www.salesheads.com/

SalesJobs.com (Job Listings – Sales)

www.salesjobs.com/

SalesTrax.com (Job Listings – Sales)

www.salestrax.com/

SocialMediaJobs.com (Job Listings – Social Media)

www.socialmediajobs.com/

TalentZoo.com (Job Listings – Advertising and Marketing)

www.talentzoo.com/

Professional Associations in Marketing

The following sites provide you with a listing of professional associations in the marketing field. Professional associations are a “gathering place” for people in the same profession, and provide rich opportunities for professional development, industry news and updates, and networking:

American Marketing Association

www.marketingpower.com/Pages/default.aspx

Career Overview – Advertising, Marketing and Sales Associations

www.careeroverview.com/advertising-marketing-associations.html

Weddles – Advertising and Public Relations Associations

<http://weddles.com/associations/results.cfm?Industry=4>

Weddles – Sales and Marketing Associations

<http://weddles.com/associations/results.cfm?Industry=83>

Note: Websites/online resources that have been chosen for this list are not meant as an endorsement of the site or information on it. They have simply been identified as potential resources for advancing your career in accounting. You should closely review the information on each site to determine appropriateness and relevancy to your specific situation.