# Marketing Major Map 2024

## Getting Started
- Enroll in Bus 100: Introduction to Business, to start exploring careers and to learn about the Sentry School of Business and Economics
- Visit the Anderson Classroom to Career Center to meet the advising team
- Sign up to the Anderson Center Canvas page
- Meet your ACAC first-year academic adviser

## Making Progress
- Explore the 4-year plan for Marketing and talk about graduate opportunities through the Sentry School MBA
- Learn about annual scholarship opportunities in the Sentry School and start applying every year
- Apply for admission to the Sentry School

## Making Progress
- Start taking advanced courses in the major
- Understand course progression and pre-requisites for the Marketing major to avoid bottlenecks
- Meet your Sentry School faculty adviser

## Preparing for What’s Next
- Register for the Bus 480 capstone course in your last semester
- Consider taking Business 305: Strategic Career Planning Seminar in your senior year
- Apply for graduation

### Careers
- Account Executive
- Market Research Analyst
- Sales Consultant
- Retail Specialist
- Media Coordinator
- Brand Manager
- Consumer Affairs
- Marketing Manager
- Digital Media Director

## Knowledge and Skills
- Attend the Sentry School Internship Expo to learn about future internship opportunities and the internship application process
- Talk with a faculty member at their drop-in office hours about career opportunities
- Start connecting with Corporate Partners about internships and submit applications
- Attend a Smiley Professional Events Career Panel to learn about opportunities in Marketing
- Explore the addition of minors and certificates to complement your major
- Complete an internship (or more than one!) in your major area
- Sign up for a “Lunch With a Leader” mentoring session to gain experience talking to professionals and learn about companies and industries
- Research employer companies and start your job search early to find your dream job
- Join relevant professional associations; take advantage of virtual and in-person networking opportunities

## Act Locally and Globally
- Meet fellow Sentry School students in the First-Year Experience Program
- Attend the Sentry School Involvement Fair to learn about student organizations
- Attend the Office of International Education’s Study Abroad Fair to learn about opportunities
- Connect with your peers in your Sentry School classes
- Join student run marketing group Agency 81 or other Sentry School/UWSP clubs
- Follow the Sentry School on social media platforms to stay informed
- Consider becoming an officer of a student organization
- Explore study abroad opportunities within your graduation plan
- Consider an internship or volunteering with a non-profit organization
- Celebrate with fellow soon-to-be graduates and area professionals at Senior Celebrations as part of the Kickstart Your Career program
- Join the Sentry School mailing list for news about future Alumni Meet-ups and other exciting alumni events to remain connected with the Sentry School

## Career Readiness
- Visit the Anderson Classroom to Career Center to learn about career-readiness and development opportunities
- Download and login to the Virtual C2C app
- Look for an on-campus job through Quest
- Create a college resume
- Complete your Handshake profile
- Practice networking in Bus 325 at Learn to Network receptions
- Attend a Corporate Partner Connection event to learn about Sentry School partner organizations
- Attend a LinkedIn workshop and develop your personal, attention-getting profile
- Develop a resume, cover letter, and other application materials in Bus 201
- Explore post-graduation options for careers and employers by attending Internship Expo and learning about Corporate Partners
- Network with Corporate Partners and other employers at Sentry School networking events
- Update your resume
- Participate in the Interview Challenge in Bus 301
- Sign up to be included in the Sentry School Graduate Report to promote yourself with Corporate Partners
- Meet with a Career Coach to work through weak points
- Complete the UWSP and Sentry School Graduation Exit Surveys; we want to help you craft your personal journey. Use this map as a jumping off point for conversations about your goals.

## Available Online
- Major Map documents are available online with additional information!