## Marketing Major Map 2024

### Getting Started

**Your Course Journey**
- 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.

**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.
- Attend the Sentry School Internship Expo to learn about internships and submit applications.
- Attend a Smiley Professional Events Career Panel to learn about opportunities in Marketing.
- 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.

**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 International Programs Study Abroad Fair to learn about opportunities.
- 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.

**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.

### Making Progress

**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.
- 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.
- Consider becoming an officer of a student organization.
- Connect with your peers in your Sentry School classes.
- Explore study abroad opportunities within your graduation plan.
- Consider an internship or volunteering with a non-profit organization.

### Preparing for What's Next

**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.
- 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.

**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.
- 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.
- 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.
- Sign up to be included in the Sentry School Graduation Exit Surveys; we want to celebrate your accomplishments!
- Complete the UWSP and Sentry School Graduate Report to promote yourself with Corporate Partners.
- Meet with a Career Coach to work through stuck points.
- Complete the UWSP and Sentry School Graduation Exit Surveys; we want to celebrate your accomplishments!

### Careers

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

### Available Online

Major Map documents are available online with additional information!