

# YOUR Major Action Plan: Marketing



What is YOUR passion?	1st YEAR	2nd YEAR
Sales  Customer Relations	<p><b>YOUR Target Courses</b></p> <ul style="list-style-type: none"> <li>- Complete at least 30 credit hours including BUSI 1100, MATH Core, Additional MATH, ENGL 1301, and ENGL 1302.</li> <li>- See Staff or Faculty Academic Advisor to discuss your desired major and concentration, Grade Point Average (GPA) requirements, <a href="#">Academic Advising Guide</a>, and file your degree plan.</li> </ul>	<ul style="list-style-type: none"> <li>- Complete at least 30 credit hours including ACCT 2301, ACCT 2302, ECON 2301, ECON 2302, MGMT 2301, and MKTG 2314.</li> <li>- Utilize the Accounting Lab for assistance with ACCT 2301/2302 course work.</li> </ul>
Purchasing/ Procurement  Retail	<p><b>Find YOUR Way</b></p> <ul style="list-style-type: none"> <li>- Undecided about your major? Want to learn more about different career options? Take advantage of <a href="#">career counseling and career assessments</a> through Career Services.</li> <li>- Explore student groups and organizations in your major or area of interests through <a href="#">TexanSync</a>.</li> <li>- Attend <a href="#">Study Skills</a> sessions for additional assistance with acclimating the first year.</li> <li>- Attend or use <a href="#">Academic Resource Center Coaching</a>, <a href="#">Math Clinic</a>, <a href="#">tutoring options</a>, and <a href="#">Writing Center</a>.</li> <li>- Know the <a href="#">FAFSA deadlines</a> each year.</li> <li>- Seek help from <a href="#">Student Counseling Center</a> for home sickness, depression, or other issues.</li> <li>- Feeling ill? Visit <a href="#">Student Health Services</a> for physical health related concerns.</li> </ul>	<ul style="list-style-type: none"> <li>- Explore available <a href="#">Applied Learning Experiences</a> (ALE) such as internships, research, study abroad, service learning or leadership experiences.</li> <li>- Join COBA student organizations such as the American Marketing Association.</li> </ul>
Banking  Market Research	<p><b>Sharpen YOUR Skills</b></p> <ul style="list-style-type: none"> <li>- Schedule a meeting with a department representative to explore study away and study abroad experiences and department-sponsored service learning projects.</li> <li>- Start researching the <a href="#">marketable skills</a> that employers are seeking.</li> <li>- Get involved in <a href="#">Service Day</a> and Tarleton Roundup.</li> <li>- Apply to be a <a href="#">Residential Leader</a> (RL) or Tarleton Transition Mentor (TTM).</li> <li>- Run for <a href="#">Freshman Representative Council</a> with SGA (Student Government Association).</li> <li>- Look into <a href="#">Greek Organizations</a> to network and build community.</li> </ul>	<ul style="list-style-type: none"> <li>- Seek out volunteer opportunities in your area through <a href="#">Volunteer Match</a> or <a href="#">United Way</a> to give back to the community and build marketable skills for future employment.</li> <li>- Attend events offered by <a href="#">The Office of Diversity and Inclusion</a> and <a href="#">Fine Arts Center</a> for cultural and diversity awareness.</li> <li>- Participate in <a href="#">Alternative Spring Break</a>.</li> <li>- Run for <a href="#">Student Government Association</a>.</li> </ul>
Brand/Product Management	<p><b>YOUR Next Steps</b></p> <ul style="list-style-type: none"> <li>- Check out part-time jobs in <a href="#">Career Services employment system</a> to gain work experience for your resume.</li> <li>- Attend <a href="#">job and graduate school fairs</a> to explore future opportunities. Make a <a href="#">good first impression with your attire</a>.</li> <li>- Investigate the type of lifestyle, salary, and occupation you would like to have through Texas <a href="#">Reality Check</a> tools (powered by Texas Workforce Commission).</li> <li>- Learn more about your student loan debt, budgeting, and much more through <a href="#">SALT</a>.</li> </ul>	<ul style="list-style-type: none"> <li>- Explore <a href="#">career opportunities</a> within your major.</li> <li>- Ask <a href="#">Career Services</a> how to conduct a job shadow.</li> <li>- Convert your high school resume into a pre-professional <a href="#">resume</a>.</li> <li>- Get to know your instructors to establish professional references and explore research opportunities.</li> <li>- Create your online portfolio through <a href="#">Portfolioium</a>. Consult with Career Services or your Faculty Advisor on items to include.</li> </ul>

# YOUR Major Action Plan: Marketing



What is YOUR passion?	3rd YEAR	4th YEAR
Sales  Customer Relations  Purchasing/ Procurement	<p><b>YOUR Target Courses</b></p> <ul style="list-style-type: none"> <li>- Complete at least 30 hours including FINC 3301 and BUSI 3311.</li> <li>- See a COBA Academic Advisor.</li> </ul>	<ul style="list-style-type: none"> <li>- Complete remaining credit hours including BUSI 4359.</li> <li>- Meet with your advisor to ensure you are on track to graduate.</li> </ul>
Retail  Banking	<p><b>Find YOUR Way</b></p> <ul style="list-style-type: none"> <li>- Visit with a faculty advisor/mentor within your area of interest to explore student opportunities specific to your major.</li> <li>- Consider participating in an undergraduate research project.</li> <li>- Conduct informational interviews and talk to professionals working in your fields interest.</li> <li>- Take part in the <u>Official Ring Ceremony</u>.</li> </ul>	<ul style="list-style-type: none"> <li>- Offer to take on leadership roles in COBA organizations.</li> <li>- Attend targeted networking opportunities such as the COBA Job Fair to build connections with employers in your field.</li> <li>- Attend Grad School Fairs</li> </ul>
Market Research  Brand/Product Management	<p><b>Sharpen YOUR Skills</b></p> <ul style="list-style-type: none"> <li>- Consider taking on leadership roles within student organizations and clubs.</li> <li>- Explore volunteer opportunities in your area through <u>All For Good</u>.</li> <li>- Need to get more experience and skills? Check out <u>CareerOneStop.org</u> sponsored by the US Department of Labor.</li> <li>- Continue to develop computer and job-related skills along with knowledge of the workplace.</li> <li>- Become an <u>Academic Resource Center– Coach Leader</u> (ARC-C Leader)</li> <li>- Explore internship opportunities with a faculty mentor or academic advisor for your concentration area.</li> </ul>	<ul style="list-style-type: none"> <li>- Participate in an internship with the direction of your faculty mentor or advisor. Suggested resources for internships can be found in the <u>Career Service’s employment system</u> or the <u>College Internship Program’s website</u>.</li> </ul>
Explore more occupations and occupation groups through the <u>Occupational Outlook Handbook</u> powered by the Bureau of Labor and Statistics.	<p><b>YOUR Next Steps</b></p> <ul style="list-style-type: none"> <li>- Meet with a Career Services staff member to plan your <u>job-search campaign</u>, schedule <u>mock interviews</u>, resume critiques, and a <u>Business Etiquette Dinner</u>.</li> <li>- Create a <u>LinkedIn</u> profile to further your professional networking.</li> <li>- Check the <u>Career Services calendar</u> for career development workshops.</li> <li>- Seek out an internship at any of the Career Services <u>job fairs</u>.</li> <li>- Investigate graduate schools and attend the Open House for <u>TSU College of Graduate Studies</u>.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>File for GRADUATION!</b></li> <li>- Update your resume in the <u>Career Service’s employment system</u>, Portfolium, and LinkedIn.</li> <li>- Compile reference letters, awards, etc.</li> <li>- Research potential employers, seek out networking opportunities, apply for available positions, and prepare for potential interviews.</li> <li>- Attend <u>job fairs</u> and <u>dress professionally</u>.</li> <li>- Consider and review various job offers, if necessary, review information needed to <u>negotiate a salary</u>.</li> <li>- Graduate! Congratulations!</li> <li>- Join the <u>Tarleton Alumni Association</u> to stay connected to the University. <b>BLEED PURPLE!</b></li> </ul>