

YOUR Major Action Plan: Marketing



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

YOUR Major Action Plan: Marketing



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