

OUR MISSION

The Mission of the Rockwell Career Center is to complement Bauer College students' academic experiences with professional development to help them attain successful and fulfilling business careers and to increase the value of Bauer to the business community.

OUR VALUES

Responsiveness: We take personal responsibility to acknowledge all requests for information in a timely and accurate manner.

Integrity: We are honest, fair, trustworthy and ethical with all of our customers.

Professionalism: We create a strong impression with employers and behave as role models for students.

Lifelong Learning: We provide up-to-date knowledge, resources and training to facilitate growth and advancement.

Teamwork: We unite corporate leaders, alumni, the university and the Houston community to enhance career opportunities for Bauer students.

SERVICES FOR STUDENTS

Online Tools: Career Gateway, Houston Business Journal, Wetfeet and Interview Stream.

Career Events: Career Fairs, Workshops, Résumé ER/RoundUp, Volunteer Fair and Special Events.

Career Counseling: Résumé Review, Job Search Strategies, Interview Coaching.

BAUER INTERNSHIP ACADEMIC CREDIT

For internship information, please visit us online at www.hirebauer.com. If you need assistance with your internship search or for questions regarding Internship Academic Credit please schedule an appointment with your Career Counselor.

MARKETING

CAREER INFORMATION

ROCKWELL CAREER CENTER

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON

UNIVERSITY of HOUSTON

ROCKWELL CAREER CENTER

334 Melcher Hall
Houston, TX 77204-6021

Location: Cemo Hall, 2nd Floor

Rockwell Career Center Hours:

Monday – Thursday, 8 a.m. – 6 p.m.

Friday, 8 a.m. – 5 p.m.

RCC Online Appointment System:

www.bauer.uh.edu/career/appointment.asp

Phone: (832) 842-6120

The University of Houston is an EEO/AA institution.

OVERVIEW

A Bachelor of Business Administration in Marketing from the C. T. Bauer College of Business is appropriate for students who plan careers in fields such as selling and sales management, retailing, market research and analysis, and marketing communications. Topics covered in marketing (MARK) courses include how to conduct market research and analyze buyers, how to price goods and services, how to sell, how to advertise and promote, and how to develop a marketing plan.

SKILLS

- Ability to influence and persuade
- Management/supervisory
- Adaptability/flexibility
- Marketing
- Verbal/written communication
- Decision-making
- Planning
- Energetic
- Problem solving
- Interpersonal
- Quantitative
- Leadership
- Teamwork

INTEREST AREAS

- Sales and Sales Management
- Retail Merchandising or Retail Operations
- Market Research and Analysis
- Marketing Communications

UNIQUE BAUER PROGRAMS

Program for Excellence in Selling (PES)
www.salesexcellenceinstitute.org

Wolff Center for Entrepreneurship (WCE)
www.bauer.uh.edu/wce

HELPFUL LINKS FOR MARKETING MAJORS

American Marketing Association:
www.amahouston.net

Market Research Association: www.mra-net.org

The Ad Council: www.adcouncil.org

Direct Marketing Association: : www.thedma.org

Marketing Manager: www.marketingmanager.com

ADDITIONAL RESOURCES

For questions regarding Marketing, visit
www.bauer.uh.edu/undergraduate/marketing

For questions related to Undergraduate Business degrees, visit
www.bauer.uh.edu/undergraduate

For questions related to Bauer Business Student Activities, visit
www.bauer.uh.edu/bsa

For research and reference services with your M. D. Anderson librarian, contact Loretta Wallace at lwallace3@uh.edu or call **713-743-9775**.

SALARY INFORMATION

BBA Marketing: \$45,500 with a standard deviation of \$14,199.

Login to UHIRE (www.uhirebauer.com) for more detailed information regarding salary.

(*Based on voluntary reported salaries of Bauer graduates 2013-2014.)

SAMPLE OF EMPLOYMENT AREAS

Account Representative	Government Administrator
Advertising Executive	Import/Export Manager
Asst. Brand Manager	Inside Salesperson
Bank Officer	Insurance Agent
Buyer	Management Trainee
Claims Adjuster/Examiner	Market Representative
Comparison Shopper	Merchandising Manager
Credit/Loan Administrator	Packaging
Telecommunications Director	Product Analyst
Consumer Loan Officer	Property Manager
Credit Manager	Public Relations Manager
Customer Service Manager	Research Analyst
Development Officer	Retail Manager
Direct Mail Specialist	Sales Agent
Distribution Manager	Sales Manager
District Sales Manager	Specialist Recruiter
Financial Planner	Telemarketing Representative
Franchise Specialist	Wholesale Salesperson
Fund-raiser	

POSSIBLE EMPLOYMENT SETTINGS

Advertising Agencies	Media Wholesalers
Athletic Organizations	Nonprofit Organizations
Entertainment Industry	Public Relations Firms
Financial Institutions	Retailers
Franchisees/Franchisers	Service Industries
Government	Transportation Firms

A SAMPLE OF COMPANIES RECRUITING BAUER MARKETING GRADUATES

3M	Live Nation
Academy Sports + Outdoors	Mattress Firm
ADP	Northwestern Mutual
Aerotek	PLS Logistics
Amegy Bank	Reynolds & Reynolds
AT&T	State Farm
Caterpillar	Strategic Financial Group
Comcast	Sysco Corporation
Cricket Communications	
EcoLab	
Enterprise Holdings	
GEICO	
Group 1 Automotive	
Halliburton	
Hewlett-Packard	
Houston Astros	
Houston Rockets	
Liberty Mutual	
Insurance Company	