

## MARKETING

The most common avenue to enter a marketing career is through sales. So if you're a people person, an effective communicator, and you enjoy making new connections, you'll find sales an exciting challenge, and one that could lead to advertising or promotions positions.

### academics *that* matter

Because all the business-related majors—accounting, general business, finance, management and marketing—take the same core classes, it's much easier to transfer from one to the other and stay on course. Plus, there's an emphasis in all the classes to ask good questions, solve problems, communicate effectively and make ethical decisions. That's just part of presenting yourself professionally in order to succeed.

### side *by* side

- Ellie Davis '08, a marketing major, relied on her leadership skills and helped develop the 2008 version of The Chet, Papa Spartan. Completely student operated, Ellie served as president of the 60-person case studies class project, developed a handbook, decided what products to sell, and where to

donate money. Fun, of course, and great experience for jobs after graduation.

- Dubbed “world traveler” by her friends, Val Vance '07 made room in her schedule to take not one, but three January trips abroad! She's gone to France twice, and Germany, Sweden, England, Denmark and Austria. Val takes advantage of Manchester opportunities, knowing experiences and interactions with people from other cultures will set her apart in the job market.

### SUCCESS

- Andrea Graft '08, marketing major, made the right connections and lined up a summer internship in DePuy's marketing division in Warsaw, Ind.
- Zach Smith '07 interned for one summer with Zimmer, Inc. and was offered a full-time position after graduation as a surgical skills specialist. Zach was able to combine athletics with his goals for a career. At Manchester, Zach was a four-year starter on MC's football team and named Honorable Mention All American and all conference in 2006.

I FOUND

... CHOICES

MC is a place to explore it all and discover who you are. I love the opportunities. Whether you take a class, join a club, or simply talk to someone . . . there are so many things to be part of, so many things to learn. At Manchester, I found just the right amount of choices.

Ellie Davis, '08, marketing major

### Find your place.

If you're interested in a career in marketing, choose Manchester College. Find your place—among friends, in class, during travels or internships—the “go to” place that leads to success. For more information or for a campus visit, call the Office of Admissions at 800-852-3648, e-mail [admitinfo@manchester.edu](mailto:admitinfo@manchester.edu) or visit our website at [www.manchester.edu](http://www.manchester.edu).

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