Marketing

Informed by numbers, driven by principle.

Marketing majors analyze competitive landscapes, conduct data-driven research analysis and produce innovative solutions to complex business problems. Marketing focuses on identifying and communicating the benefits of a product or service to potential customers. Once marketers can identify value, then they can create, communicate and deliver products and services into the hands of the consumer.

AVERAGE FULL-TIME COMPENSATION
$64,031

AVERAGE INTERNSHIP COMPENSATION
$22/hour

COMMON FUNCTIONS
Brand/Product Management
Marketing Research
Customer Analytics
Digital Marketing and Social Media
Retail Management and Merchandising
Agency Management
Advertising
Public Relations and Promotions
Sales
Sports and Entertainment Marketing

TOP OLIN INTERNSHIP EMPLOYERS*

TOP OLIN FULL-TIME EMPLOYERS*

STANDARD JOB TITLES*
Account Manager, Associate Product Manager, Business Analyst, Category Specialist, Client Strategist, Consulting Analyst, Consumer Insights Analyst, Leadership Development Program, Marketing Analyst, Merchant Executive Development Analyst, Rotational Management Program

WASHU CLUBS/PROFESSIONAL DEVELOPMENT OPPORTUNITIES
WashU Marketing Association (WUMA)
Center for Experiential Learning
Skandalaris Center

SOURCES OF ACCEPTED FULL-TIME OFFERS*
ON-CAMPUS INTERVIEW | JOB POSTINGS | INTERNSHIP COMPANY WEBSITES | FAMILY/FRIEND

SOURCES OF INTERNSHIP OFFERS*
ON-CAMPUS INTERVIEW
JOB POSTING
FAMILY/FRIEND
CONNECTION
COMPANY WEBSITES
CAREER FAIR/NETWORKING EVENT

FULL-TIME EMPLOYER INDUSTRIES*
Consulting, Consumer Products, E-commerce, Financial Services, Media/Entertainment, Retail, Technology

ADDITIONAL OPPORTUNITIES
Strategic Consulting, Business Development, Fundraising

SOFT SKILLS
Creativity | Innovation | Persuasion | Strategic thinking | Analytical | Communication | Interpersonal skills | Collaboration | Organization | Ethical decision-making | Global outlook

TOP OLIN FULL-TIME EMPLOYERS*

ADDITIONAL OPPORTUNITIES
Strategic Consulting, Business Development, Fundraising

*Information collected from self-reported student data from the Class of 2021.
Fall Semester
• Meet with your designated Career Coach
• Attend Activities Fair to find ways to get involved on campus
• Get acclimated to campus
• Attend employer events on campus
• Develop resume and create profile in Handshake
• Join WashU Career Center’s career interest group(s)

Spring Semester
• Create LinkedIn profile and have your Career Coach review it
• Conduct informational interviews
• Attend career-related events (coffee chats, info sessions, etc.)
• Explore companies that interest you
• Research different marketing organizations
• Discuss marketing class selection and study abroad opportunities with your Academic Adviser

Summer
• Expand your network, both in person and on LinkedIn
• Connect with upperclassmen to learn about their experiences
• Update your resume if you have a summer job or internship
• Consider working in an industry of interest and offer to assist with social media or another area of marketing

WASHU CAREER INTEREST GROUPS
https://students.wustl.edu/career-interest-groups/

Contact Us.
Schedule an appointment with your Career Coach
Weston Career Center
210 Knight Hall
314-935-5950
wcc@olin.wustl.edu
olincareers.wustl.edu