

Career Resource Guide: Marketing and Public Relations

Quick and easy online resources to help you explore career options in marketing, public relations, and advertising

Research careers and industries

Locate resources that provide career profiles, insider interviews, industry overviews, company profiles, salary ranges, recruiting info and tips for landing a job in the marketing, public relations, and advertising fields

GGUCareers.Com

GGU Careers.com is the online link between students, employers and alumni. View job postings, events, and more. Located on GGUCareers.com is CareerBeam, a new virtual career center with industry and organization databases, resources and self-assessment tools.

Go to www.ggucareers.com and log in with your username and password. First time users will need to register for both GGUCareers.com and CareerBeam.

- **CareerBeam**
Industry Database: Industry Profile: Marketing, Advertising
E-Library: Occupational Info or Industry Info
- **Vault Career Guides & Profiles**
Career Guide to Advertising
Career Guide to Marketing and Brand Management
Guide to the Top Advertising and PR Employers
Occupational Profile: Marketing Manager, PR
- **Web Resources**
- **University Library Research Guide: Industry Information**
www.ggu.edu/university_library/
Click 'Research Guide'; 'Industry Research'
- **O*NET: Occupational Information Network**
<http://online.onetcenter.org>
Keyword: *marketing, public relations, advertising*
- **California Employment Development Department**
www.labormarketinfo.edd.ca.gov/
Regional labor market information
- **America's Career InfoNet**
www.CareerInfoNet.org
Keyword: *marketing, public relations, advertising*

Network

Connect with marketing, public relations and advertising professionals to build relationships, explore careers and find job leads

Professional Associations

Attend local chapter meetings, consider presenting on a topic, and volunteer on a committee or at events

- **American Marketing Association San Francisco Branch** www.marketingpower.com
www.sfama.org
- **Direct Marketing Association** www.the-dma.org
- **Public Relations Society of America** www.prsa.org
- **Product Development and Management Association** www.pdma.org
- **Marketing Research Association** www.mra-net.org
- **Meeting Professionals International** www.mpiweb.org

Additional Online Tools

Find tools and resources that can help you identify other avenues for networking

- **CareerBeam: Organization Database**
Advanced search: Keyword
Keyword examples: company contacts, student organizations, languages, university alumni www.ggucareers.com
- **GGU LinkedIn Group**
Advanced Search: by keyword, industry, interests, etc. To join, go to www.ggucareers.com
Current member, go to www.linkedin.com

Search for jobs

Discover job opportunities and employers in marketing, public relations, and advertising

- **GGUCareers.com**
www.ggucareers.com
Job board for employers seeking GGU students and alumni for jobs and internships
- **Aquent**
www.aquent.com
Marketing and creative staffing agency
- **Direct Marketing Association Job Bank**
www.the-dma.org/jobbank/
Members only job bank
- **Sales, Marketing, and Advertising jobs nationwide**
www.marketingjobs.com
- **Entry level Public Relations jobs**
www.entrylevel-pr.com

Find the right company and the right salary

Learn about marketing, public relations, and advertising employers and salaries

Company Research

- **University Library Research Guide: Company Information**
www.ggu.edu/university_library/
Click 'Research Guide'; 'Company Information'
- **CareerBeam: Organization Database**
www.ggucareers.com

Salary Research

- **Salary.com**
www.salary.com
- **Indeed.com**
www.indeed.com/salary
- **Marketing Salary Survey**
www.marketingsalaries.com
- **CareerBeam**
www.ggucareers.com
E-Library: Salary

Keep current

Gain the competitive edge during your interviews by being informed about the marketing, public relations, and advertising fields

GGUCareers.com

- **CareerBeam:** Industry Database: Marketing, Advertising

On GGU Library Online

Available to students or at any GGU site by visiting www.ggu.edu/university_library/find/find_databases/by_content_type

- **Mintel**
Online database with Mintel market research reports. See the kind of research used by marketing professionals
- **Library guide to Marketing and Public Relations research**
http://www.ggu.edu/university_library/research_assistance/research_assistance_research_guides
- **GGU Library journal title list**
Locate journals such as Advertising Age, Brandweek, and PR Newswire at GGU's library by visiting: www.ggu.edu/university_library/find/find_journals_by_title

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University Library

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