## Business - Marketing Option | Bachelor of Arts - Bothell Campus

### First Year (0-45 credits)
- Explore Marketing Option Webpage
- Meet with professors/Pre-Major Advisors
- Explore study abroad opportunities
- Consider taking the Career Exploration class BISSKL 250

### 2nd & 3rd Years (45-135 credits)
- Complete the School of Business Orientation
- Participate in Academic Planning workshop
- Explore faculty bio pages and the undergraduate research database to find research opportunities
- Explore graduate school options, including program and admission requirements
- Explore courses/projects that will sharpen your skills with Excel, Quickbooks, etc.
- Participate in Community-Based Learning and Research (CBLR) coursework

### 4+ Years (135+ credits)
- Apply to graduate school (if applicable), make an appointment with Career Services to help you with the process

### Career Development Checklist
- Register on Handshake
- Develop Resume
- Build LinkedIn & Handshake profiles
- Network with alumni/ industry professionals
- Research careers and skill requirements for your major
- Participate in an internship
- Practice mock interviews
- Develop list of references and recommenders

### Employment Opportunities:
- Advertising, Sales, Marketing Research & Consulting, Entrepreneurship
- Related Careers: Brand & Social Media Management, Market Analysis, Media Research, Promotions, Product Management, Public Relations
- Licensing/certification: Digital Marketing Certification, Content Marketing Certification

### Post-Baccalaureate Degree Paths:
- Master’s of Science in Marketing, Master’s of Business Administration

### Companies who have hired on Handshake:
- Givio, Peak and Valley, Expedia Group, Funko, Zillow, San Diego Padres, Amazo, T-Mobile

### Professional Associations:
- American Marketing Association, Direct Sales Marketing Association

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### EDUCATION

**What do I want to do?**
- Explore Marketing Option Webpage
- Meet with professors/Pre-Major Advisors
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### HANDS ON LEARNING

**What can I do to achieve my goals?**
- Participate in campus activities to build community and network with others
- Join a club or student government to build skills in leadership, communication, and working with diverse populations
- Find volunteer opportunities with your community or local non-profit

### CAREER PREPARATION

**How can I help myself get a job?**
- Make your first appointment with Career Services to develop your resume and LinkedIn profile
- Register for Handshake (UW’s free job & internship board) and complete your profile
- Use the UW Bothell’s LinkedIn Alumni page, WOIS.org, What Can I Do With This Major, and O’NET Online to research careers and skill requirements
- Conduct informational interviews with alumni and other industry professionals for career advice, job research, and discuss mentorship opportunities

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**Related Careers:**
- Brand & Social Media Management
- Marketing Research & Consulting
- Entrepreneurship

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- Content Marketing Certification

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