## Business - Marketing Option | Bachelor of Arts - ELC

### First Year (0-45 credits)
- **EDUCATION**
  - What do I want to do?
    - Explore [Marketing Option Webpage](#).
    - Meet with professors/Pre-Major Advisors.
    - Explore study abroad opportunities.
    - Consider taking the Career Exploration class BISSKL 250.
  
- **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.

### 2nd & 3rd Years (45-135 credits)
- **EDUCATION**
  - 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)
- **EDUCATION**
  - 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, Amazon, T-Mobile

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