


APRIL

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<p>All meetings take place on Fridays during the Business free period (11:40-12:30) in Speakman Hall, Room 115. DATES & EVENTS ARE SUBJECT TO CHANGE.</p>			<p>For all CSPD events (UNLESS SPECIFIED IN DESCRIPTION) please visit their office located in room 390 within Speakman Hall.</p>		
		<p>1 3 - 4p Something I Said? TUCC RESUME CRITIQUE 10 - 11</p>	<p>2 8:15 - 9:15 am - Something I Said? SP 113</p>	<p>3 International AMA Conference-New Orleans 2p - 3p Resume Critique 5 - 6p Something I Said? SP 113</p>	<p>4 International AMA Conference-New Orleans NO MEETING! 2p - 3p Resume Critique</p>	<p>5 International AMA Conference-New Orleans</p>
6	<p>7 Executive Board Meeting 9:30 - 10:30 Resume critique</p>	<p>8 10 - 11 Resume critique</p>	<p>9 Philadelphia-AMA Power Principles of Marketing</p>	<p>10 2 - 3p - Resume critique</p>	<p>11 Speak at Meeting: Alec Shivel-Utz Relay for Life 2 - 3p Resume critique CSPD DOUBLE HEADER 2 - 3p - Getting Started 3 - 4p - Resume Development</p>	<p>12 Relay for Life</p>
13	<p>14 Speak Event: Ciara O'Connell from Campbell's Soup Speakman 212 9:30 - 10:30 - Resume Critique</p>	<p>15 10 - 11 Resume Critique</p>	<p>16 Ambler resume critique 11 - 12 & 2 - 3 121 West Hall</p>	<p>17 Event: Beef and Beverage-6-9pm at Finnegan's Wake 2 - 3p Resume critique</p>	<p>18 Speaker at meeting: Wells Fargo AMA Social Draught Horse 2p - 3p Resume Critique</p>	<p>19</p>
20	<p>21 Executive Board Meeting Speakman 107 9:30 - 10:30 Resume critique</p>	<p>22 10:00 - 11:00 Resume critique</p>	<p>23 Ambler resume critique 11 - 12 & 2 - 3 121 West Hall</p>	<p>24 2 - 3p Resume critique 5 - 6p Resume Development SP 113</p>	<p>25 Speaker at meeting: Fran Dunphy 2p - 3p Resume Critique CSPD-double header 2-4p</p>	<p>26</p>
27	<p>28 Executive Board Meeting Speakman 107 9:30 - 10:30 - Resume Critique</p>	<p>29 10 - 11:00 Resume critique</p>	<p>30 Ambler resume critique 11 - 12 & 2 - 3 - 121 West Hall</p>	<p>1 May 2 - 3p - Resume critique</p>	<p>2 General Meeting Fox School BA Case Competition</p>	<p>3</p>

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ABOUT US

The Temple University Chapter of the American Marketing Association is one of the largest Student Professional Organizations within the Fox School of Business & Management. TU-AMA is devoted to promoting the marketing discipline and providing all the resources necessary for its members to succeed in the professional world.

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What Is... Your Dream Marketing Job

By: Jared Fink

Marketing is such a broad field; there are numerous jobs that fit the "Marketing" category. Positions can vary by industry or company, but every job offers unique opportunities and beneficial experiences. This variety is why employers tend to ask that common interview question; "so, where do you see yourself five or ten years down the road?" While this may be a puzzling question for some, the answer lies in gaining knowledge about dream jobs in marketing.

It is time to educate yourself on your aspirations; and TU-AMA is here to help. We have compiled a condensed profile of a few of the most common marketing positions that college students might want to have a few years down the road.

We will start off at the top of the list; Director of Marketing. This position can vary by company and industry, like any marketing job, but the main goal for the Director is to help plan and supervise their organization's marketing tactics. Directors of Marketing are critical to their organization, or department, because they hold an immense amount of power and carry an equally heavy share of responsibility. The Director might be the final decision maker for significant projects, often making decisions dealing with market segmentation or product development. If he or she does have the last word on a project, then they would most certainly be working with top level management and often the board of directors for their firm. It takes quite a number of years and usually an advanced degree to develop the opportunity to become a Director of Marketing, but the payoff is certainly well worth it. The median salary for Directors of Marketing in the United States is approximately \$134,391 and it is in the top 20 of highest paying jobs (www.cnn.com). Overall, this position has a heavy workload and many responsibilities; even though it might take some time to get there, the position certainly has its rewards.

If you are into analyzing data and market investigations, then you may be interested in becoming a Market Research Manager. People that hold this position are often Directors or Coordinators in their organization, but this position varies greatly from a typical marketing executive. These marketing managers develop new perspectives and insights through data driven applications and often provide descriptive research services for a variety of firms, associations and companies. If you have your heart set on designing and implementing marketing research projects and programs, then this position might be right up your alley. Becoming a Market Research Manager requires a great deal of experience, including a bachelor's degree with at least five years of work experience in the marketing field. After you have completed the groundwork for this managerial position, you could receive an attractive raise; the mean salary for a Market Research Manager in the US is \$87,757 (www.salary.com). If this occupation sounds appealing, make sure you perfect your research skills.

The positions discussed here have been just a few of the numerous occupations you could choose to target for your career. The salaries and benefits vary drastically based upon the industry and company you choose, but the important thing is to find something you enjoy doing. Don't let the numbers fool you; the time spent working as a marketing managers is incredibly intense and requires hard work with a plethora of experience. And remember, it is perfectly normal to be unsure of your dream job, TU-AMA just wants you to know that there are countless opportunities; you're only limited by your hard work and dreams.

So, what is...YOUR dream job?