



MARKETING

Resources at
University Career Services • 348, Student Union Building I • Phone: 993-2370 • <http://careers.gmu.edu>

The following are a sample of books and resources that can be found in University Career Services,
Room 348 – Student Union Building 1.

► CAREER FIELD INFORMATION - BLUE SECTION

- 019 Careers in Biotech & Pharmaceuticals
- 074 Vault Guide to Pharmaceutical Sales & Marketing
- 153 Career Opportunities in the Sports Industry
- 163 Opportunities in Direct Marketing Careers
- 163 Opportunities in Marketing Careers
- 163 Careers in Marketing and Marketing Research
- 163 Sales Careers: Ultimate Guide to Getting a High Paying Sales Job
- 163A-165 DOT Bins - Careers in Sales, Marketing, Advertising, Public Relations
- 164-165 Career Opportunities in Advertising and Public Relations

► GRADUATE/PROFESSIONAL SCHOOL INFORMATION - RED SECTION

- 000 Kaplan: Get into Graduate School
- 000 The Business School Buzz

► JOB HUNTING AND EMPLOYMENT INFORMATION - YELLOW SECTION RESUMES, COVER LETTERS, AND JOB HUNTING RESOURCES

- GOVT Federal Resume Guidebook, The
- I The Everything Job Interview Book
- JH Bring your "A" Game: 10 Career Secrets of the High Achiever
- JH How to gain the Professional Edge
- R National Business Employment Resumes

INTERNET JOB HUNTING RESOURCES

- IJH The Guide to Internet Job Searching
- IJH Internet Job Search Almanac

EMPLOYER DIRECTORIES

- 165 Public Relations Career Directory
- GOVT Finding a Job in the Federal Government (video)
- LOCAL Washington 2003 (Industry Directory)
- NAT'L National Trade and Professional Association Directory 2003
- X Internship Series: Mid-Atlantic and Southern Regional Editions

WORLD WIDE WEB SITES: <http://careers.gmu.edu/onlineresources/mktg.htm>

JOB LISTING SUBSCRIPTIONS - Access Subscriptions through [Patriot Job Web](#), "bulletins"

BRIEF INFORMATION ABOUT MAJORING IN MARKETING:

<http://careers.gmu.edu/exploringmajors/mktg.pdf>

MARKETING

The following resources are available at
 SOM Career Services • 008, Enterprise Hall • Phone: 993-1880 • mycareer@gmu.edu
<http://www.som.gmu.edu/career>
 Contact the SOM Career Advisors for Assistance.

The following are a sample of books and resources that can be found in the SOM Career Library,
 Room 008 – Enterprise Hall

<p>Industry Information: Marketing</p> <ul style="list-style-type: none"> - Careers in Marketing-Harvard Business School - Advertising & Marketing – Ferguson’s Careers in Focus (Book) - Careers in International Business (Book) - Ask the Professionals Series: Marketing (Video) 	<p>Career Development</p> <ul style="list-style-type: none"> - What Color is Your Parachute? (Book) - Finding Your Perfect Work (Book) - Zen and the Art of Making a Living (Book) - Doing work you love (Book) - Business Week (Magazine) - Fortune (Magazine) - Washington Business Journal (Magazine)
<p>Resume, Cover Letter and Portfolio</p> <ul style="list-style-type: none"> - Resumes for Banking and Financial Careers (Book) - Cover Letter Magic (Book) - Resumes that knock ‘em Dead (Book) - eResumes: Everything you need to know (Book) - Career Portfolio Workbook (Book) - Your First Resume (Book) 	<p>Interviewing</p> <ul style="list-style-type: none"> - 201 Best Questions to Ask on your Interview (Book) - Case Interview (Vault Guide) (Book) - Knock ‘em Dead: Great answers to 200 tough questions (Book) - Technical Interviewing (Video) - Traditional/Behavioral Interviewing (Video)
<p>Networking</p> <ul style="list-style-type: none"> - Networking Survival Guide (The) (Book) - A Foot in the Door (Book) - Power Networking (Book) - The Savvy Networker (Book) 	<p>Internships</p> <ul style="list-style-type: none"> - Best 109 Internships (Book) - Internship Bible (Book)
<p>Salary Negotiation</p> <ul style="list-style-type: none"> - 101 Salary Secrets – Negotiate like a Pro (Book) - Dynamite Salary Negotiations (Book) - Evaluating Job Offers (Video) 	<p>Job Search Information</p> <ul style="list-style-type: none"> - Guide to Internet Job Searching 04/05 (Book) - Guide to Your Career (Book) - The Job Hunting Guide (Book) - Red, White and Blue Jobs (Book) - Best Entry Level Jobs (Book)
<p>Graduate School</p> <ul style="list-style-type: none"> - Business School Confidential (Book) - Graduate Schools in the U.S. (Book) - How to write a winning personal statement (Book) - Graduate School Funding Handbook (Book) - Graduate School Admission Advisor (Book) - MBA Jungle (Magazine) 	<p>Employer Directories</p> <ul style="list-style-type: none"> - The Big Book of Jobs (Book) - The Book of U.S. Government Jobs (Book) - Metro Washington D.C. Job Bank (Book) - Washington Business Journal Book of Lists (Magazine)