



Long Beach City College

Liberal Arts Campus

Marketing Career Resource Page

This page is designed to be a starting point for those who are interested in using the Internet to search for **Marketing** career resources.

Remember, though, that there are literally millions of **marketing**-related resources on the Internet. Therefore, the sites listed on this page should also act as a springboard for further research.

About.com – Breaking into Marketing

<http://marketing.about.com/>

Explore Marketing Careers

http://marketing.about.com/od/exploremarketingcareers/Explore_Marketing_Careers.htm

Marketing Career Profiles

<http://marketing.about.com/cs/marketingjobs//blcareerprofil.htm>

About.com: Marketing

<http://marketing.about.com/od/careersinmarketing/u/marketingcareers.htm#s2>

Marketing can be defined as being the intermediary function between product development and sales—the storehouse for such things as advertising, public relations, media planning, sales strategy, and more. It's the marketing professional's job to create, manage, and enhance brands.

[Overview of Careers in Marketing](#)

[Careers in Advertising](#)

[Careers in Brand Management](#)

[Careers in Market Research](#)

[Careers in Public Relations](#)

careers-in-marketing.com

Find some of the best info on retailing, product management and market research.

<http://careers-in-marketing.com/>

Bureau of Labor Statistics: Outlook for Careers in Advertising, Marketing, Promotions, Public Relations, and Sales Managers

<http://www.bls.gov/oco/ocos020.htm>

Marketing vs Advertising: What's the Difference?

<http://marketing.about.com/cs/advertising/a/marketvsad.htm>

[Advertising & Marketing Review](#) - "Advertising & Marketing Review is a monthly publication serving the Colorado advertising & marketing industry", although there is a wealth of general information which is applicable anywhere.

[AMA Online](#) - American Marketing Association, Marketing Power.com

[CRM Guru](#) - "The #1 CRM portal".

[Society of Competitive Intelligence Professionals](#) - The legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors.

[Supply Chain Brain](#) - "The nerve center for today's supply chain news, developments and innovative thinking".

MARKETING RESEARCH

[ACNielsen](#) - "the global leader in market research, information and analysis".

[The Hispanic shopper](#)

[Market Research](#) - Inc.com resources for market research & strategy

BUSINESS COMMUNICATIONS

[WritersMarket.com](#) - This is a site that one of my former students found that gives some good advice regarding interviews. Although it is designed for professionals, it is a good starting point for your semester project. When you arrive at the page, scroll down to the section on Interviews.

[Netiquette.com](#) - Excellent site on all things email.

[Informational Interview](#) - from the Career Development Center at Rivier College

[Informational Interview](#) - Tips for conducting an informational interview from the OCC Career Center

[Communications: The Most Important Connection](#) - from the Career Education site at Orange Coast College.

ADVERTISING

[Superbowl-Ads.com](#) -

[Ad*Access](#) - Images and database information for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955, located at Duke University.

[Adbusters](#) - Adbusters is dedicated to reinventing the outdated paradigms of our consumer culture and building a brave new understanding of living...

[AMIC](#) - Advertising Media Internet Center

[Frontline - The Persuaders](#) - Online video

CORPORATE RESPONSIBILITY

[America's Most Admired Companies](#) - Fortune magazine's 2002 All-Stars.

[Business Ethics](#) - Corporate responsibility report

[Business Ethics Resources](#) - From the Center for Applied Ethics at the University of British Columbia

[Business for Social Responsibility](#) - According to their website, Business for Social Responsibility (BSR) is a global nonprofit organization that helps member companies achieve commercial success in ways that respect ethical values, people, communities and the environment.

[Corporate Social Responsibility Forum](#) - The Prince of Wales Business Leaders Forum is an international charity which was founded in 1990 to promote socially responsible business practices that benefit business and society, and which help to achieve socially, economically and environmentally sustainable development.

[CorpWatch](#) - From its mission statement: CorpWatch counters corporate-led globalization through education and activism.

[Essential Information](#) - We provide provocative information to the public on important topics neglected by the mass media and policy makers.

[Ethics Resource Center](#) - According to its website, the mission of the Ethics Resource Center is to be a leader and a catalyst in fostering ethical practices in individuals and institutions.

[International Business Ethics Institute](#) - Fostering Global business practices which promote equitable economic development, resource sustainability and just forms of government.

[Nike](#) - Take a look at how Nike is addressing many of the CSR issues it faces. Make sure to view the factory tour.

[Social Accountability International](#) - According to the website, SAI is a nonprofit organization dedicated to the development, implementation and oversight of voluntary verifiable social accountability standards.

[Lycos Company Research](#)

[MultexInvestor](#)

[Industry Research](#) - look at the consumer non-cyclical sector

[CorporateInformation](#)

[Worldclass](#) - A business-oriented megasite with an global flavor

[U.S. gov't. megasites](#)

[WSRN.com](#) - Wall Street Research Net

SMALL BUSINESS / ENTREPRENEUR

[Bank of America Resource Center](#) - "Online workshops designed to help your business grow and succeed."

[BizMove.com](#) - Free resource of small business information

[Business Owner's Toolkit](#) - "Total know-how for small business".

[BusinessTown.com](#) - A variety of small business topics

[Business Plan Evaluation Scale](#) - How well does your plan score? From the Zimmerer textbook website at Prentice-Hall.

[California Business Portal](#) - Calif. Secretary of State. Good for corporation name search.

[Canada's Small Business Data Centre](#) - "The purpose of this data centre is to provide Canadian entrepreneurs with an economical way to access detailed Canadian market and industry data."

[Checklist](#) - A good business startup checklist from the Zimmerer textbook website at Prentice-Hall.

[Entrepreneurial Test](#) - Take this quiz, located at the SBA website.

[D&B Small Business](#) - Mostly for-pay information, but there are some interesting free samples

[Edward Lowe Foundation](#) - A foundation established to foster and nurture the American entrepreneur, founded by the inventor of Kitty Litter.

[PeerSpectives](#) - "Information, insight and inspiration for business owners".

[Entrepreneur.com](#) - "Solutions for growing businesses".

[Entrepreneurship Centre](#) - "Dedicated to helping Ottawa entrepreneurs make educated decisions about starting and growing their businesses."

[EntreWorld.org](#) - Kauffman Foundation resources.

[Global Business Web](#) - Global business information for the small business person.

[Home Business](#) - Lots of info from homebusinessresearch.com Learning Center

[IdeaCafe](#) - "A fun approach to serious business".

[Inc.com](#) - "Where to start and grow your business".

[Investors In People](#) - ".... improving the way in which organizations manage and develop their people, leading to business improvement and better public services."

[Los Angeles County Clerk](#) - FBN and searches

[Lycos Small Business](#) - A variety of useful information for small businesses

[More Business.com](#) - "By entrepreneurs for entrepreneurs".

[My Own Business](#) - Free online training course.

[Office Depot Business Center](#) - A lot of good information and resources for the small business. It is a commercial site, though, so be prepared for the advertising.

[OPEN](#) - The Small Business Network from American Express.

[Orange County Recorder](#) - FBN and searches

[SBA](#) - Official website of the U.S. Small Business Administration.

[SCORE](#) - Service Corps of Retired Executives

[SBA online library](#) - Information galore from the Small Business Administration

[SBA Office of Entrepreneurial Development](#) - "Helping small businesses start, grow and be competitive in global markets by providing quality training, counseling and other forms of management and technical assistance."

[Small Business Advisor](#) - This is a commercial site, but it is loaded with very useful free information about starting and operating a small business.

[Small Business and Entrepreneur Resources](#) - excellent portal from the Zimmerer textbook website at Prentice-Hall.

[Small Business Notes](#) - "information and resources for other businesses in a challenging economic environment".

[ENTERWeb](#) - "The Knowledge Portal for Small Business"

[Small Business Resource Center](#) - A small business that offers "a collection of articles and links of interest to current and prospective business owners".

[Small Business School](#) - From the series on PBS

[Small Business Enterprise Center](#) - Try the "Could You Make It?" quiz.

[Startup Failures](#) - "a selection of articles and stories featuring Nick Hall Startupfailures.com"

[US Chamber of Commerce](#) - Excellent site for a wide variety of small business tools.

BUSINESS PLANS

[BizPlanIt](#) - "Free online resource that mirrors the major sections of a business plan and provides insight into the fundamentals of writing an effective business plan."

[BPlans.com](#) - Commercial site with some free samples.

[Business Plans: Planning Guide](#) - Royal Bank of Canada website.

[Business Plan Template](#) - From the Small Business Knowledge Base.

[Business Planning](#) - Planning strategies from Business Town.com.

[Developing a Business Plan](#) - Interactive business plan tool located at the BofA website.

[Coffee Kiosk Sample Business Plan](#) - from the Palo Alto software Bplans.com site.

[Interactive Business Planner](#) - There is no charge for using the IBP. The program is made available as a public service by the Government of Canada and the Government of British Columbia.

[The Business Plan](#) - SBA website.

PERSONAL MANAGEMENT

[Time Management for a Busy World](#) - From the Career Education site at Orange Coast College.

[Assignment Calculator](#) - Great assignment planning tool from the University of Minnesota website.

[Job Outlook 2003](#) - from Jobweb, brought to you by the National Association of Colleges and Employers.

[Transferable Skills Survey](#) - interesting online survey from the University of Minnesota website

[What Employers Want](#) - Top 20 list from Jobweb

[Work Based Learning Connections](#) - some good tools from the Career Education Grant Team at Orange Coast College.

GENERAL INTEREST

[5 Minute University](#) - Fr. Guido Sarducci's ideas on College.

[Free Online Dictionary](#) - good starting point for lightweight research and dictionary help.