

Personalized Career and College Guide

For Wendy Wiseman

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NEXT STEPS

- Step 1: Find Your Career
- Step 2: Find a College
- Step 3: Select a Program
- Step 4: Negotiate a Financial Plan

Find your Career

Your Career Choices:

1. marketing
- 2.
- 3.

Career Facts

Summary Report for: 11-2021.00 - Marketing Managers

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

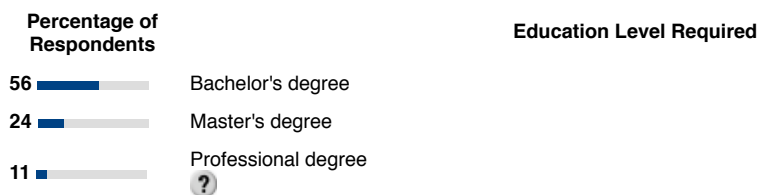
Sample of reported job titles: Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Detailed Work Activities

+ 5 of 19 displayed

- Develop marketing plans or strategies. +
- Evaluate program effectiveness. +
- Direct sales, marketing, or customer service activities. +
- Analyze data to inform operational decisions or activities. +
- Estimate cost or material requirements.

Education



Wages & Employment Trends

Median wages (2016)

\$63.07 hourly, \$131,180 annual

Employment (2014)

194,000 employees

Projected growth (2014-2024)

■ ■ ■ Faster

Source: O*NET

Find a College

College Quality: [Independent research](#) by the BROOKINGS Institution titled "[Beyond College Rankings](#)"

documents what college factors are significant predictors of future income and student debt repayment.

NOT SIGNIFICANT	STATISTICALLY SIGNIFICANT
College rankings in US NEWS, Money and Forbes magazines	Retention Rate
Student faculty ratios	Graduation Rate
Average cost of tuition	Grants and Scholarships
Transfer rates	Programs offered
Percentage of students using distance education	
Percent of adjunct teachers	

College Comparison

Your College Choices

1. university of nebraska
- 2.
- 3.

Table 1

Source: National Center for Education Statistics

COLLEGE	RETENTION RATE %	GRADUATION RATE %	INSTITUTIONAL GRANTS or SCHOLARSHIPS % \$	TUITION \$	PROGRAMS LIST
university of nebraska	80%	56%	66% \$4,055	\$6,844 \$12,268	Programs 1
					Programs 2
					Programs 3

Note: For public colleges and universities, the first tuition row is in state tuition and the second row is out of state tuition.

Next Steps

There are:

1,700+ [Academic Programs](#)

3,759 [American Colleges and Universities](#)

Next Steps:

Pick a Program

Pick a College

Pay for your degree

You Can Do This, but You Need Help:

A friendly expert college counselor will be contacting you. They will give totally FREE personalized advice and there is no obligation.

Questions you need to ask the counselor:

- * Do you offer a degree that fits my career interests?
- * Do you accept transfer credits - If YES, the maximum allowed?
- * Do you grant credit for CLEP exams?
- * Do you award Institutional Grants or Scholarships to lower my tuition cost?

You are negotiating. **Ask:** "What is the TOTAL COST to complete my degree at your institution, and how long will it take me?"

Remember WHY you are doing this.

You are moving to a future in a career that fits you, with an investment you can afford to make.