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### Career Exploration Paper

As I am getting into my Junior year of college at Muhlenberg, I have been deeply been considering and thinking about my future career options proceeding graduation in Spring 2022. I am a double major in Media Communication and Business Administration with a concentration in Management, with that I have interests in entering industries such as: Marketing, Advertising, and or event planning/Management. Given that I am a double major and on the women's lacrosse team, I am a very detail oriented and routine person. I am constantly balancing my school work, my lacrosse priorities, as well as club responsibilities. This allows me to be involved in numerous activities around school and to make connections around campus. Taking a variety of business and communications courses I see things from a creative side while also be able to see the business operations side of things. Overall, I plan to enter the media and marketing or business management workforce once I graduate.

During my job seeking process, some desires I will consider when looking at the job are: a supportive work environment, the opportunity to develop and work my way up to higher positions, and overall enjoying the work I do. As well as job where I have the ability to be creative and share my own work ideas. Specifically, one career path that sparks my interest is an Advertising or Marketing Manager. With this occupation comes the role of controlling both the promotion and market research aspect of a company. This sparks my interest since a Marketing Manager has to generate ideas to bring brand awareness for their company and also have the goal

of increasing sales by utilizing and creating promotional campaigns and tactics. This type of job corresponds with my wants and desires of what I will be seeking into a job because entering the marketing world, it is important gain lots of experience and learn from your co-workers in order to work your way up through the industry. It is essential to learn from your experiences, and implement within your own work. Entering this type of career path, I would expect to start at an entry level job like a Marketing Coordinator, Social Media Coordinator, and or event marketing coordinator. I am interested in going down the Marketing career path because I have interests in creating advertisement and media such as organic social media content that reach specific audiences. For example, an internship I had this fall with a small marketing agency I developed lots of organic social media content for their channels that expressed their goals and values as an agency. A potential higher-level job proceeding Marketing Manager would be jobs such as Director of Marketing Research, Advertising Sales, and or Media.

Overall, being a marketing manager and leading a team some responsibilities include, “identify target markets; plan campaigns and develop strategies; manage a team of marketing executives and the budget, as well as monitoring and reporting on the success of campaigns.” A typical day working as Marketing manager looks like: checking emails right in the morning to check in with clients, following would be a meeting with consultants to check in, also later in the day could be meetings with various individuals but specifically suppliers in order to make sure branding is going how it should be. Being a marketing manager, you have to work with different individuals and make sure projects are taking the correct course. This type of career path sparks my interests because I love leading people and being organized as well

as routine. Being on sports teams all my life has taught me to be not only a team leader but also has taught me to learn and work cooperatively with others.

Another career path I am interested in looking too is a media relations manager. This job is interesting to me because the role that a media relations manager has in a company is generating articles and press releases to be posted on media. Also, to make sure the company they represent is generating and maintaining a positive image. In addition, developing and working with the press and public to make a collaborative working relationship. Developing content and working with the press is something that really interests me epically in today's world where technology is constantly advancing and we are constantly surrounded by news media and social media. Also, as a media relations manager, they have to manage and follow the flow of news that comes from the company and into media. Following this type of career path, I would expect to start at an entry level job such as public relations coordinator, then a marketing coordinator, following to become possibly a public relations specialist, and then finally ending up as media relations manager.

Lastly, another career path I would consider going into is an Account Manager. Overall, an Account Manger's main role is to be in charge of an organization's sales as well as their relationships with their clients and customers. This job is interesting to me because being an account manager you need to be organized and have good soft skills. I am an individual who will always write out my daily schedules and color code my notes and my daily assignment. With that being said, I would love to enter a career path where I have to constantly be organized and track an organizations sales. So, with entering this occupation, it is important to have experience as well-developed personable skills. A job like this, I would expect to start off with jobs like a job recruiter, a buyer, and or a consultant.

Following graduation, I hope to be either in the Marketing/Communications and or Business Management field where I can work with various clients and build my way up through the industry. I am confident that my well-rounded knowledge from my Muhlenberg liberal arts education taken various courses as and my major courses, internship experiences and my will to work hard will help me find the job right for me post-graduation in May 2022.

Works Cited

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