

# Careers in Business For Liberal Arts Majors

Liberal Arts students can find a variety of opportunities in the world of business. The following areas only provide only a sampling of the types of opportunities that exist in this area.

## Marketing/Sales

### Potential Employers

Retail Organizations  
Hospitality Industry  
Travel Agencies  
Insurance Firms  
Real Estate  
Advertising Firms  
Marketing Firms  
Market Research Firms  
Corporate Entities  
    Marketing Dept  
    Advertising Dept  
    Public Relations Dept  
    Sales Dept  
    Media Dept

### Potential Job Titles

Account Executive  
Account Representative  
Account Coordinator  
Account Trainee  
Market Analyst  
Sales Assistant  
Sales Representative

### Training / Qualifications

Some background in business  
Some experience with  
sales/customer service

## Professional Associations

Public Relations Student Society of  
America  
33 Irving Place  
New York, NY 10003-2376  
212/995-2230  
[www.prsa.org](http://www.prsa.org)

Advertising Council  
261 Madison Avenue  
New York, NY 10016-2303  
American Marketing Association  
250 South Wacker Drive  
Chicago, IL 60606  
[Adweb.com](http://Adweb.com)

National Council for Marketing and  
Public Relations  
C/o Becky Olson  
364 North Wyndham Avenue  
Greely, CO 80634  
[www.ncmpr.org](http://www.ncmpr.org)

American Advertising Federation  
College Chapters  
1101 Vermont Ave., NW, Ste. 500  
Washington, DC 20005  
202/898/0089  
[www.aaf.org](http://www.aaf.org)

American Marketing Association  
Collegiate Activities Division  
250 S. Wacker Dr., Ste. 200  
Chicago, IL 60606  
312/648-0536  
[www.ama.org](http://www.ama.org)

## Retail

### Potential Employers

Ames Department Stores  
J.C. Penney  
Liz Claiborne, Inc.  
May Department Stores  
Neiman Marcus  
Target

### Retail Job Titles

Buyer/Merchandising  
Customer Service  
Management Trainee  
Department Manager  
Area Sales Manager

### Professional Associations

National Retail Federation  
Liberty Place  
325 7<sup>th</sup> Street, NW, Suite 1000  
Washington, DC 20004-2608  
(800)673-4692  
www.nrf.com

Association of Retail Marketing  
Services  
3 Caro Court  
Red Bank, NJ 07701-2315

See also Associations under  
Marketing/Sales section

## Insurance

### Potential Employers

Aetna Life & Casualty  
Benefit Trust Life Insurance Company  
Chubb Group  
Cigna Companies  
Farmers Insurance  
Nationwide Insurance  
State Farm Insurance

### Insurance Job Titles

Actuary  
Claims Adjuster  
Claims Representative  
Field Representative  
Loss Control Specialist  
Risk Manager

### Professional Associations

Society of Actuaries  
475 N. Martingale Road  
Suite 800  
Schaumburg, IL 60173-2226  
www.soa.org

American Insurance Association  
1130 Connecticut Ave., NW  
Suite 1000  
Washington, DC 20036  
ww.aiadc.org

Certified Professional Insurance  
Agents Society  
P.O. Box 35718  
Richmond, VA 23235

## Banking

### Potential Job Titles

Financial Assistant  
Account Representative  
Customer Service Representative

### Professional Associations

American Finance Association  
Blackwell Publishers  
350 Main Street  
Malden, MA 02148  
[www.blackwellpub.com](http://www.blackwellpub.com)

Financial Women International  
200 N. Glebe Road  
Suite 880  
Arlington, VA 22203  
[www.fwi.org](http://www.fwi.org)

Bank Marketing Association  
1120 Connecticut Ave., NW  
Washington, DC 20036  
(800) 433-9013  
[www.bmanet.org](http://www.bmanet.org)

National Association of Mortgage  
Brokers  
8201 Greensboro Drive  
Suite 300  
McLean, VA 22030  
[www.namb.org](http://www.namb.org)

## Media

### Potential Job Titles

Consumer Affairs Specialist  
Copywriter  
Designer  
Editor

Event Coordinator  
Media Buyer  
Media Planner  
Production Assistant  
Publicist

### Professional Associations

American Society of Media  
Photographers  
14 Washington Road  
Suite 502  
Princeton Junction, NJ 08550  
[www.gasketfab.com](http://www.gasketfab.com)

Association of Meeting Professionals  
1255 23<sup>rd</sup> Street, NW  
Washington, DC 20037  
National Society of Newspaper  
Columnists  
P.O. Box 727  
Louisville, KY 40201-0727  
[www.columnists.com](http://www.columnists.com)

International Special Events Society  
9202 N. Meridian Street  
Suite 200  
Indianapolis, IN 46260-1810  
(800) 688-4737  
[www.ises.com](http://www.ises.com)

American Women in Radio & TV  
1650 Tysons Blvd  
Suite 200  
McLean, VA 22102

## Student Groups

American Marketing Association

Business Administration Society

<http://Wehner.tamu.edu/bas>

International Business Association

<http://cmis.tamu.edu/iba>

Management Society

<http://wehner.tamu.edu/mgmt.soc>

Retailing Society

Texas A&M American Advertising Federation Student Chapter

Center for Retailing Studies

[www.crstamu.org](http://www.crstamu.org)

Center for Human Resource Management

[www.business.tamu.edu/chrm](http://www.business.tamu.edu/chrm)

## Employers Recruiting Liberal Arts majors at TAMU

### Retail

The Limited

Baby Superstore

Wal-Mart

Lowe's

Sears, Roebuck & Co.

Foleys

Circuit City

The Buckle

Home Depot

Toys R Us

Walgreens

Neiman Marcus

Macys West

Eddie Bauer

Babies R Us

Walden Books

Mervyns

J.C. Penney

Foot Locker

PetsMart

Target

### Management

Clean Cut

HEB

BJ Services

Summit Acceptance

Kroger

Cargill Co.

Hines

Royce Homes

Burlington Northern Santa Fe

Electronics Boutique

Pizza Hut

Enterprise Rent-A-Car

YMCA of Greater Houston

Luby's Cafeteria

J&J Industries

Cotton Patch Café

Lenscrafters

Black Eyed Pea

**Sales/Customer Service**

Julius Schepps Co.  
Shaw Industries  
Unum Life of America  
International Heritage, Inc.  
Educational Products, Inc.  
MCI  
E & J Gallo Winery  
IKON  
Clarke America  
Household Finance Corporation  
Pencom Systems  
Garments To Go  
General Electric  
Reltec  
General Mills  
Maytag Appliance  
Bristol-Myers Squibb  
Prudential Preferred Financial  
Services  
The Medleh Group  
Houston Press  
Usability Sciences  
Sears Automotive  
Cummins Southern Plains  
Kraft Foods  
Consolidated Graphics  
Lutron Electronic

Ford Motor Credit  
General Mills  
IMG Financial Group  
Victaulic Co.  
Aerotek  
Sewell Motor Co.  
Wave Phore Newscast  
Jackson & Cooksey  
Joint Specialists Inc.  
Standard Register  
STM Graphics  
The New England  
Crown Equipment Co.  
Signtech Ltd.  
Ortho-McNeil Pharmaceutical  
Tomball Ford  
Lanier  
BRI Computer Network Services  
Texas Industrial Group/First Source  
Excel Communications  
IBM/Dallas  
North Texas Valve & Fitting Co.  
Houston Cellular  
Truegreen-Chemlawn  
High Strength Steel  
North Texas Valve Fitting Co.

**Banking/Investment**

De Wine Investments  
Bridgeway Capital Management  
Olde Discount Stockbrokers  
Merrill Lynch  
Edward Jones Investments  
Nationsbank  
Chase Bank of Texas  
Comerica Bank

Bank One  
Norwest Financial  
Wells Fargo  
Texas Commerce Bank  
First Commerce Corp.  
American Express Financial  
Advisors  
MBNA America

**Insurance**

Travelers Insurance  
Northwestern Mutual Life  
Great West Employee Benefits  
Ohio Casualty Insurance Group

Western Southern Life  
State Farm  
Cigna Corp.  
NY Life Insurance Co.

## Miscellaneous

Hughes Cristenson Co.  
Pine Cove Conference Center  
U.S. Space & Rocket Center  
CIA  
GTE  
Archon Group  
SourceNet Solutions  
CGB Enterprises  
Enterprise Financial Group  
Union Pacific Resources  
Nations Credit Corporation  
Continental Airlines  
First American Real Estate/Tax  
Arthur Andersen  
Scientific Placement  
Enron  
Coastal Power  
DHL Worldwide Express  
Sonat Marketing  
Ferrell Gas  
UT – Medical Branch  
The Forbes Group  
Baker & Botts  
Equis  
Carmax  
Dealer Solutions  
HEB Grocery  
Landmark Graphics  
Banner Commercial

Pennzoil  
Travelers Insurance  
Smith and Associates  
Noram Trading & Transportation  
Telecheck  
Peace Corp  
SAP America  
General Electric  
McKinsey & Co.  
Lockheed Marin  
Ferguson Enterprises  
Ford Motor  
Price Waterhouse  
Cargill  
Coastal Power  
WorldCom  
Conoco  
Daisytek  
NCG Corp  
TIG First Source  
Brook Legal Staffing  
Baker Oil Tools  
Craft & Miertschin  
ZEH Graphic Systems  
Amri, Inc.  
A Visual Image  
Bechtel  
Reed Stowe & Co.  
Universal Computer Systems

## Resources

Woodruff, C. & Greg Ptacek. (1992). *150 Best Companies for Liberal Arts Graduates*. New York: John Wiley & Sons.

“For Career Insurance, Look to An Insurance Career.” *Job Choices: 1995 in Business*. Bethlehem Pennsylvania: College Placement Council.

“Retail Career – There’s Plenty in Store.” *Job Choices: 1998 in Business*. Bethlehem, Pennsylvania: National Association of Colleges and Employers.

“Network into Marketing, Advertising, Public Relations Careers.” *Job Choices: 1998 in Business*. Bethlehem, Pennsylvania: National Association of Colleges and Employers.