

UMD AMA Marketing Employer Networking Night: Employer and Job Information

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Amazon Advertising

Check out the one pager below in addition to the [Amazon Ads](#) website and the [Amazon Jobs](#) website for more information.



The Associate Account Executive (AAE) and Associate Account Manager (AAM) programs at Amazon Advertising train and develop those in their early careers for future Account Executive (AE) and Account Manager (AM) roles. Throughout the ~18 weeks, AAEs and AAMs will learn and illustrate an understanding of the core tools and concepts necessary for the client-facing AE and AM roles.

Associate Account Executive

- Advertising Sales Training
- Refine sales skills, such as prospecting, cold-calling, upselling, and negotiating to retain and grow revenue from advertisers
- Foster new relationships with a list of clients and educate on and propose relevant Amazon Advertising solutions
- Meet target client-facing productivity metrics to prepare for a sales quota

Associate Account Manager

- Advertising Strategy/Analytics Training
- Become an expert on and adapt Amazon solutions based on advertiser business goals and needs
- Perform in-depth data analysis to deliver proposals that effect short and long term digital media strategy
- Analyze campaigns to discover opportunities to meet upsell goals

AAE and AAM Program Elements



Training Curriculum

Learn in depth about Amazon's Advertising solutions, shadow client calls, complete weekly assignments testing product knowledge, and manage a book of business



Mentors

Build a 1:1 relationship with an Account Executive (AE) or Account Manager (AM) counterpart that coaches and guides on program content



Sales and Strategy

Develop and recommend a media plan by analyzing advertising KPIs, audience insights, and other metrics with Amazon's tools



Mock Client Presentations

Deliver presentations recommending Amazon Advertising solutions based on a client's goals and campaigns.

Reach out to your Education Alliance Contact for more information

[Click here to become certified in Amazon Advertising Solutions](#)



Application Process

1. Discuss the opportunities with your Education Alliance Chair
2. Review open roles on amazon.jobs/en/
3. Apply with your resume*



Applications for full-time entry level roles in the AAE or AAM programs will be open throughout the year. Keep an eye out on our job postings and stay in contact with your Education Alliance contact.

*Currently Amazon Advertising does not accept international candidates

Interview Process

1. Assessment (1 Hour)
2. Phone Interview (1 Hour)
3. Interviews 1-4 (1 Hour Each)

Promised Response Time

- N/A
2 Business Days
5 Business Days

Assessment and Interview Preparation Resources to Review

- [Amazon's Leadership Principles \(LPs\)](#)
 - Have examples prepared from your experience related to the LPs
- [Amazon Culture](#)
- [Amazon Advertising](#)
- Role's Responsibilities on Job Posting
- Practice the STAR Method
 - S – Situation
 - T – Task
 - A – Action
 - R – Results



Become Amazon Advertising Certified!
[Create a Learning Console account](#) with your university email to get started.

During the Interview

- If virtual, check your audio, video, and background ahead of time
- If onsite, review your interview location and time
- Dress business casual
- Speak clearly
- Be confident in yourself, be clear in your answers, and be yourself

Amtrak



AMTRAK CAREERS
careers.amtrak.com

Start Your Journey with Amtrak

SCAN ME TO LEARN MORE AND APPLY



Amtrak is accepting applications for internships and co-ops for Spring, Summer and Fall 2022,
positions available for undergraduate and graduate students.

Locations:

- ▶ Philadelphia, PA
- ▶ Wilmington, DE
- ▶ Washington, DC
- ▶ New York, NY
- ▶ Chicago, IL

Areas of Focus:

- ▶ Management Information Systems
- ▶ Computer Science
- ▶ Information Technology
- ▶ Criminal Justice
- ▶ Business
- ▶ Marketing
- ▶ HR & Organizational Psychology
- ▶ Supply Chain & Procurement

- ▶ Engineering: Mechanical, Electrical, Civil, Industrial
- ▶ Real Estate
- ▶ Urban, City & Regional Planning
- ▶ Finance
- ▶ Project Management
- ▶ Transportation
- ▶ Design

For graduating students, we are accepting applications for Amtrak Rotational Programs in the areas of Information Technology, Human Resources, Safety & Security, Government Affairs, Commercial/Finance as well as for our Management Trainee programs in Transportation, Engineering and Mechanical.

Antoinette Seals
Antoinette.Seals@amtrak.com

Payton Sutton
Payton.Sutton@amtrak.com

Amtrak offers academic scholarships for Engineering, Information Technology and Business. To learn more about Amtrak's scholarship program and previous scholarship recipients, please visit our website

Marriott International

LIVE FULLY

HQ FELLOWSHIP/
INTERNSHIP
PROGRAM

The HQ Fellowship/Internship Program

The program provides undergraduate and graduate students the opportunity to learn about the hospitality industry and connect people through the power of travel

OVERVIEW

- **EXPERIENCE** working in a corporate environment at our new headquarters
- **GAIN** hands-on experience within your discipline
- **NETWORK** with Marriott associates, leaders and peers and special access to executives via the Executive Speaker Series
- **ENGAGE** in robust programming including Fellows Orientation, Hotel Tour Experience, curated learning opportunities and more
- **GET IMMersed** in Marriott's business through a Business Challenge competition

THE AREAS OF FOCUS

Accounting & Finance	Information Technology
Brand Management	Global Operations
Marketing	Human Resources
Data Analytics	Law
Global Design	Revenue Management
Consumer Operations	Training & Development

THE DETAILS

-  The duration of the program is **10 weeks**
-  The internship position is a **paid opportunity**



TAKE CARE • • •

For more information on the program or to apply, visit [MarriottU.com](#)



LIVE FULLY

VOYAGE
GLOBAL LEADERSHIP DEVELOPMENT PROGRAM

The Voyage Global Leadership Development Program

Voyage is Marriott International's award-winning, global leadership development program.

THE CURRILUM

- RECEIVE hands-on, discipline-specific training at a Marriott managed hotel
- ACCESS leadership training through custom technology
- NETWORK with colleagues globally through social collaboration tools
- ENGAGE with senior Marriott executives
- LEARN on the job with mini departmental rotations
- PARTNER with coaches and champions who encourage your growth and keep you challenged

Successfully completing the program puts you on a path towards a management position that's right for you.

THE AREAS OF FOCUS

Accounting & Finance	Food & Beverage
Culinary	Human Resources
Engineering	Revenue Management
Event Operations	Rooms Operations
Event Planning	

THE DETAILS

-  The duration of the program is 12 months
-  The leadership development position is a paid opportunity
-  Available in 50+ countries



TAKE CARE ● ● ●

For more information on the program or to apply, visit [MarriottU.com](#)

MARRIOTT CONFIDENTIAL AND PROPRIETARY INFORMATION



UNIVERSITY PROGRAMS

LIVE FULLY

Whether you are seeking to grow with new opportunities, work beside teammates that feel like family, or make a difference in the world, Marriott helps you live fully, however you define it.

FOLLOW YOUR INSPIRATION

For more information on the program or to apply, visit MarriottU.com

Marriott International is an equal opportunity employer that does not discriminate on the basis of disability, veteran status, or any other basis covered under applicable federal, state or local laws.

Marriott INTERNATIONAL | TAKE CARE • • •

LUXURY
EDITION
 THE RITZ-CARLTON
ST REGIS
 W HOTELS
JW MARRIOTT

PREMIUM
 MARRIOTT
 SHERATON
WESTIN
 MERIDIEN

 AUTOPHOGH COLLECTIO HOTELS
 TRIBUTE PORTFOLIO

 DESIGN HOTELS
 GAYLORD HOTELS

SELECT
COURTYARD
 FAIRFIELD
 PROTEA HOTELS.
 AC HOTEL BY MARRIOTT

LONGER STAYS
 OMNI & VILLAS
Residence INN.
 TOWNEPLACE SUITES[®]

 Marriott EXECUTIVE APARTMENTS
 element by Marriot

Enterprise Holdings

ENTERPRISE HOLDINGS[®]

Alamo

enterprise

National

Enterprise Holdings is a leading mobility solutions company worldwide. It features a comprehensive network of brands and independent regional subsidiaries, which offer car and truck rental, vanpooling and carsharing services, car sales, fleet management

and much more. The company owns brands including **Alamo Rent a Car, Enterprise Rent-A-Car, and National Car Rental.**

Position Being Offered:

Information about the Management Trainee Program can be found [here](#).

Summary:

Do you like to compete and work with a team? Have you thought of a career in leadership? **Last question: Have you ever thought of running your own business?**

If the answer was "yes" to any of these, I encourage you to consider Enterprise.

Why Enterprise? Well here is my story:

Our award-winning trainee program has launched many successful careers because we will teach you **HOW** to own and operate a business. In the program you will learn: revenue generation, cost analysis, how to assess risk, account management, and finally how to build and maintain a winning team!

Enterprise Holdings is a family-owned, world-class portfolio of brands. We operate a global network that covers nearly 100 countries, nearly 80,000 dedicated team members, and nearly 1.7 million vehicles taking customers wherever they need to go. In any way you want to think about it, we lead the transportation service industry. How did we get here? The fact is, we owe our success to each and every one of our people. That's why we empower everyone on our team with opportunities for growth with our promote from within culture. Our mission, along with our uncompromising commitment to customers, has made Enterprise a genuine success story and a truly special place to work.

Blue Corona



Find your dream job in internet marketing at Blue Corona.

Blue Corona is one of the fastest growing online marketing and analytics companies in the country. We help business owners accurately measure and track their advertising and marketing strategies and generate a greater return on investment from their website(s). Our services are in high demand, and we're always searching for "A-players" to join our team. As a member of the Blue Corona team, you'll be on the cutting edge of a marketing revolution! Not only will you be using advanced analytics tools and getting paid to be on the Internet all day, you'll also be helping business owners eliminate wasted advertising dollars and grow their business! Few things are as rewarding as watching a business grow due to the leads and sales you delivered. Blue Corona offers constant opportunities to learn and grow—personally and professionally. We've also got a great culture and some incredibly awesome people, as our work is fast-paced, idea-rich, and team-oriented. We work very hard, but we have a lot of fun doing it (and have a retention rate over 80%).

- Careers site with information about the company and all the open positions can be found [here](#)
- Open part time positions most relevant to rising juniors
 - Digital Design Intern job description can be found [here](#)
 - Digital Marketing Intern job description can be found [here](#)
- Open full time positions most relevant to graduating seniors
 - 1 Account Manager
 - 1 Account Coordinator
 - 2 Digital Designers
 - 1 Director, Solutions Management
 - 1 Project Manager, Solutions
 - 1 Project Manager, Web Services
 - 1 Full-Stack Developer

TechTronic Industries (TTI)

Techtronic Industries (TTI) started our Sales and Marketing Leadership Development Program to provide entry-level employees professional development opportunities while being exposed to various career paths. This program allows our employees to enhance their selling, account management, marketing, operations, and communication skills while launching their career in a fast-paced and extremely rewarding company. We need smart, determined leaders with the right aptitude to learn quickly and apply what they have learned to their next promotion.

Please find more information about our Sales and Marketing Leadership Development Program [here](#).



LEADERSHIP DEVELOPMENT PROGRAM

SALES • MANAGEMENT • MARKETING • OPERATIONS



INNOVATION
WINS | COME WIN
WITH
US

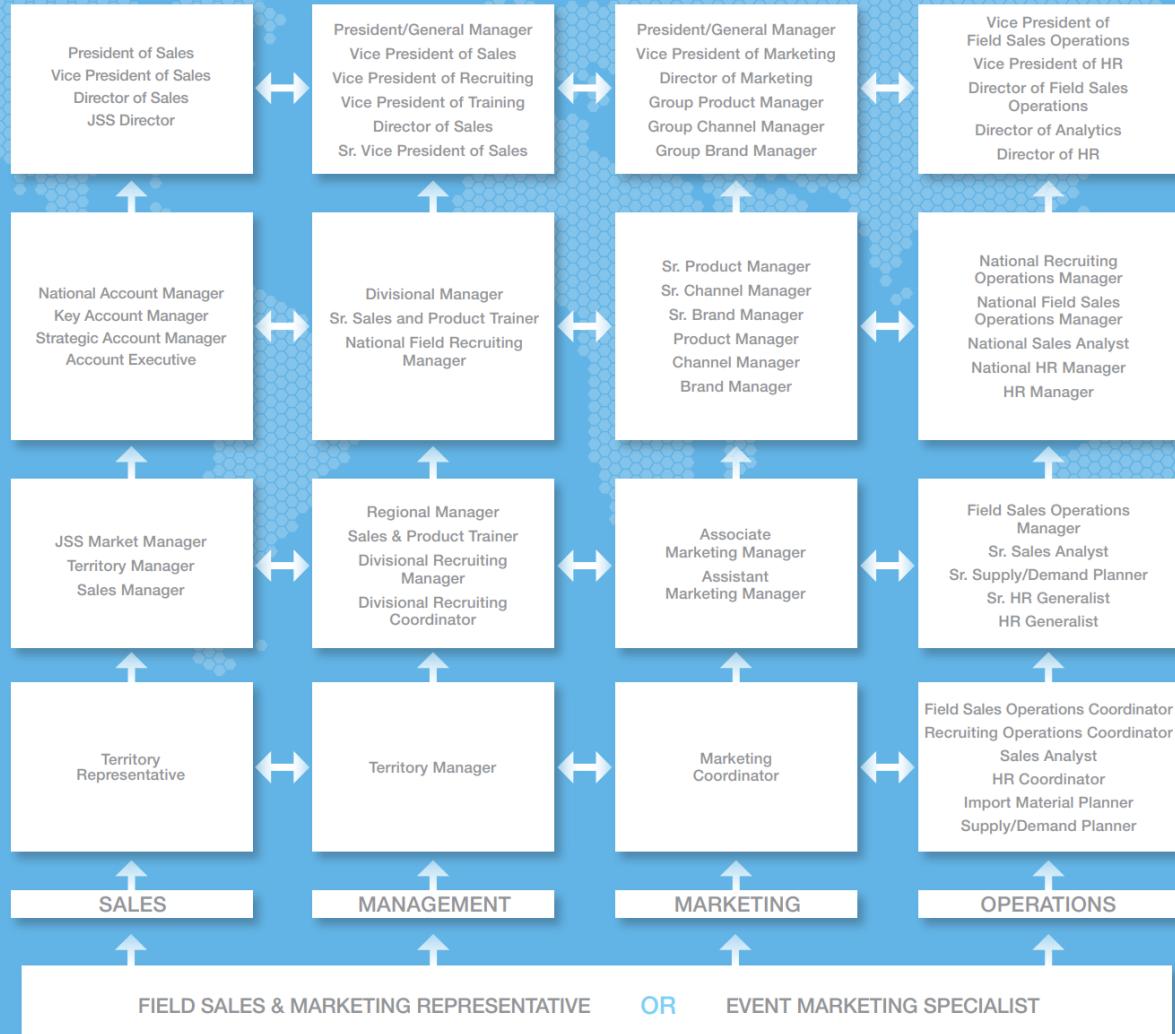
ttirecruiting.com



FAST TRACK YOUR CAREER ADVANCEMENT



BUILD YOUR CAREER WITH TTI



SCAN
HERE TO
APPLY



ttirecruiting.com

The Nonprofit Alliance

The Nonprofit Alliance was formed in 2018 as a unifying voice to promote, protect, and strengthen the nonprofit sector. Our internship program, Leading EDGE, aims to elevate the visibility of college-age job candidates, particularly underrepresented and first-generation student populations, within the employer job market; and enable first job placements that can lead to a career path in the social good sector. Visit us to learn more about summer internships with area nonprofits and nonprofit-supporting companies including roles in marketing & fundraising, finance, policy, and other business fields.

Together, we can create a thriving nonprofit sector that has the support, resources, and influence needed to make the world a better place! Visit us at

https://tnpa.org/leading_edge/.



The
Nonprofit
Alliance



LEADING EDGE

STUDENT INTERNSHIP PROGRAM

The Nonprofit Alliance's (TNPA) Leading EDGE Internship Program aims to elevate the visibility of college-age job candidates, particularly those in underrepresented and first-generation student populations, within the employer job market; and enable first job placements that can lead to a career.

Business Master of Science and Plus 1 Programs: Robert H. Smith School of Business at the University of Maryland

- Master of Science in Marketing Analytics Program [website](#)
- Plus 1 Accelerated Business Masters Program [website](#)

MASTER OF **MARKETING ANALYTICS**

Explore how businesses use massive amounts of data to set competitive pricing, position their brands and engage the right audiences. Learn the best ways to collect, analyze and interpret millions of consumer data points to help businesses identify trends and launch cost-effective marketing campaigns that work.

KEY CONCEPTS

- Analytic Tools for Marketing Consulting
- Consumer Journey Analysis
- Customer Relationship Management & Customer Lifetime Value
- Ethics & Analytics
- Eye Tracking Analysis
- Machine Learning & Artificial Intelligence
- Microsegmentation & Targeting
- Pricing and Retail Analytics
- Pricing Auctions
- Search Engine Marketing & Optimization
- Text Mining, Natural Language Processing
- Strategy Formation using Data

CAREER-TAILORED EXPERIENCES

-  **Participate in Data Competitions**
Participate in data competitions and network with top employers who hire our students.
-  **Action Learning Project Course**
Analyze marketing data, report findings and provide useful business recommendations for a real company or organization.

PROGRAM DETAILS

STEM ELIGIBLE PROGRAM

**2 OR 3
SEMESTERS**

**30
CREDITS**

INDUSTRY-SPECIFIC TOOLS

- | | |
|--------------------|-----------|
| • Google Analytics | • SAS |
| • Hadoop/MapReduce | • SQL |
| • Python | • Tableau |
| • R | |

WHO SHOULD APPLY

Recent college graduates from any academic background who want to use their quantitative skills to help businesses improve their strategic marketing campaigns.

\$101K

Median salary of data scientists in the U.S.
(Bureau of Labor Statistics, 2021)

67%

Percentage of our MSMA students who secure employment within six months of graduating
(2021)

22%

Much faster-than-average job growth for market research analysts
(Bureau of Labor Statistics, 2020-2030)

POTENTIAL JOB TITLES

- Brand Analyst
- Business Intelligence Analyst
- Consumer Insights Analyst
- Data Analyst
- Marketing Analyst
- Marketing Strategy Consultant
- Web Analytics Manager

EXPERT, WORLD CLASS FACULTY



Judy Frels

- Recipient of Krowe Award for Teaching Excellence and the Top 15% Teaching Award.
- Expert in marketing strategy, marketing management, and ethical leadership.



Michel Wedel

- Consulted for more than 40 top companies globally.
- Recipient of eight lifetime achievement awards.
- Expert in marketing analytics, eye-tracking and visual marketing.

GRADUATES' JOB PLACEMENTS

- | | |
|---------------------|------------|
| • Ogilvy Consulting | • Marriott |
| • JP Morgan | • Facebook |
| • KPMG | • EY |
| • Tencent | • NBA |
| • Blend360 | • Spotify |
| • ByteDance | • TikTok |

“

UMD has a strong national profile. As a student, I was able to connect with employers who have offices throughout the United States. Some of the nation's top companies regularly host events at Smith, and are genuinely interested in connecting with Smith students - which is incredible.

”

— Jacob Marmol, MS Marketing Analytics '23

LEARN MORE

CALL: 301.405.2559 | EMAIL: SMITHMASTERS@UMD.EDU | VISIT: GO.UMD.EDU/MSMA



PLUS+1

Earn an accelerated business master's degree in as little as one additional year.

The Robert H. Smith School of Business' Plus 1 program is your path to **saving time and money** on a business master's degree. As a Maryland undergraduate student, Plus 1 allows you to take graduate-level business courses at the undergraduate tuition rate while you're pursuing your bachelor's degree. Through the Plus 1 program, you'll earn your degree faster and more affordably than a traditional graduate student.

WHY PLUS 1?

In-Demand Degree Programs

Gain specialized skills, valuable connections and access to career resources from a highly ranked business school.

Save Money on Tuition

Save thousands of dollars by paying undergraduate course tuition rates instead of graduate course rates while you're still pursuing your bachelor's degree. You'll also get priority consideration for merit-based financial awards.

PROGRAM OPTIONS

- Accounting
- Management Studies
- Business Analytics
- Marketing Analytics
- Finance
- Quantitative Finance
- Information Systems
- Supply Chain Management

Faster Degree Completion

Earn your business master's degree in as little as two semesters, depending on how many graduate-level credits you have taken during undergrad and the availability of courses.

Waived Test Scores and Fees

Complete your Plus 1 and business master's program applications without submitting GMAT/GRE test scores or paying any application fees.

Expand Your Career Opportunities

Use your business degree to supplement what you're already studying in undergrad. Students in all majors are encouraged to apply.



ROBERT H. SMITH
SCHOOL OF BUSINESS

ROBBIE HOGANS

BS Finance '18, Master of Finance '19

THE PLUS 1 PROCESS



Have a Plus 1 Consultation

Meet with our admissions advisor to find out how Plus 1 program can work with your future class schedule and career goals.



Complete the Plus 1 Application

Submit an application to the Plus 1 program on the Plus 1 website.



Start Taking Graduate Courses

Once approved, take up to 10 graduate-level business credits as an undergraduate student.



Apply to your Graduate Program

Formally apply to your business master's degree program during your final semester of senior year.



Complete your Graduate Program

Register to take your remaining courses until you finish the program.

Admission into the Plus 1 program does not guarantee admission into the business master's program at the end of your senior year.



THINKING ABOUT APPLYING?

MAINTAIN ABOVE A 3.0 GPA

You must be a current Maryland undergraduate student maintaining above a 3.0 GPA to be accepted into the program.

GAIN ENOUGH CREDITS

You must have completed at least 60 credits and have at least one semester of coursework at the University of Maryland before applying.

SEEK PERSONALIZED SUPPORT

Before applying, register for a one-on-one consultation with a Plus 1 advisor to learn more about how you can make Plus 1 work for your schedule.

CONSIDER YOUR QUANTITATIVE BACKGROUND

Taking quantitative courses, such as calculus or statistics, gives you skills that will help strengthen your application and help you succeed in many of our business master's programs. Consult with the Plus 1 advisors for personalized recommendations on your quantitative background.

TAKE THE NEXT STEP

Visit: rhsmith.umd.edu/plus1

Email: smithplus1@umd.edu

Call: 301-405-2559

Smith School Office of Career Services

The Office of Career Services (OCS) helps connect Smith students to the career opportunities and equip them with skills to aid in career advancement. Whether you are attending a career fair, searching for jobs on the HireSmith site, or meeting with a career coach, there are countless ways to engage with OCS!

OCS is currently searching for marketing interns and would love to connect with you to talk about them!