RESUME: RELEVANT COURSEWORK

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OBJECTIVE
To obtain a marketing position with Reynolds and Reynolds

EDUCATION
Bachelor of Science, Business Administration, Focus on Marketing
San Francisco State University, May 20xx

RELEVANT COURSEWORK
Fall 20xx Marketing Management

- Developed and utilized knowledge in planning, organizing, and assessing total marketing plan
- Created inspired marketing plan for theoretical company
- Identified and adjusted plan over the semester for optimum success

Spring 20xx Consumer Behavior

- Developed knowledge of consumer behavioral needs and motivational theory
- Researched and wrote paper on the influence of perception on consumer behavior

OTHER EXPERIENCE
Fall 20xx
Marketing / Sales Intern, Progressive Microproducts
San Francisco, CA

- Marketed personal computer hardware and software
- Participated in numerous microcomputer trade shows
- Developed and implemented marketing and advertising strategies

19xx-20xx
Management Trainee / Salesperson, Grand Auto, Inc.
Oakland, CA

- Performed sales work for auto parts chain store with annual sales exceeding $35 million
- Maintained large store inventory utilizing a computerized inventory system

REFERENCES Available Upon Request