

Company research

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One of the companies I would like to work for is the Boeing Company. Boeing has been hiring people to work in the marketing industry. Boeing is the biggest aerospace company in the world and the world's leading manufacturer of commercial jetliners along with military aircraft. Moreover, it creates and produces rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. Boeing also provides many commercial and military airline support services.

Its products are on demand in 150 countries, and it also one of the top largest United States exporters in terms of sales. Boeing Company has employed 170, 000 people in the United States and in 70 countries. Most of the workers are very skilled, talented and hold a degree. The main corporate offices are located in Chicago, Illinois. In 2011, the company's revenue grew to 68. 735 billion dollars when the profit was 4. 018 billion dollars. Boeing holds contracts with 26, 500 suppliers and partners globally.

Boeing Company is planning to expand its market by getting 34, 000 new airplanes that are worth 4. trillion dollars. By doing that they will replace their older airplanes and will improve the emerging markets along with innovation in airline business models. The reason why I would like to work for this company is because it is international. I am getting marketing degree with an international option so working in Boeing would expand my vision about global marketing. Moreover, Boeing Company has been a partner with China for a long time. Therefore, my Chinese speaking skills will let me establish new connections and improve marketing relationship between both countries.

The other reason is Boeing has been involved in health and human services, education, arts and culture, civic awareness and environment. They have donated \$57 million to organizations in communities where employees work and live around the globe. The companies that are involved in the life of communities and make donations are the most preferable for me. The other company I would like to work for is Nike. Nike is American multinational company that design, develop and sell footwear, apparel, equipment, accessories and services.

The company headquarters is located in Beaverton, Oregon. Nike is the world's leading supplier of footwear and sport equipment. Nike's revenue of 2012 year is 24. 1 billion dollars. 44, 000 people have been Nike's employees around the world. It is the only brand logo that costs 10. 7 billion dollars. It is the most valuable brand among sport businesses. “ Nike announced a revenue target of \$27 billion by the end of fiscal 2015 thanks to broader expansion in its more mature geographies and aggressive investment in developing markets. (Jerry W. Gray, 2010)

I would like to be a part of Nike's marketing team because it is very fun and inspiring. The other members of OSU Management Club and I visited Nike Company in Beaverton, Oregon. I was very fascinated by its size and the amount of sport activities employees are involved in even during the lunch break. Also, I would like to work there because it is very diverse. Therefore, I could apply my multi-linguistic skills, expand company's network and focus on new marketing ideas.