

What Can I Do With a Major in.....

MARKETING

Taught by a highly experienced and skilled faculty, the Marketing major offers students the ability to study all areas of business and organization structures that deal with consumer satisfaction and excitement! With your Marketing degree, you will be prepared for many different career paths. Marketing graduates work in Marketing Research, Advertising, Sales and Sales Management, Transportation and Distribution, Retailing, Buying, Merchandising, Product Development and Management and many other areas, both on a local, regional, national or international level. Because the Marketing major deals with the various publics of organizations and businesses, the careers are rarely dull and always challenging.

Skills Associated with Marketing Majors:

Aptitude for leadership
Ambitious, resourceful, and decisive
Willingness to work beyond expectations
Proficient in organizing, planning, persuading, and coordinating
Capacity to organize, analyze, or interpret data
Energetic, competitive, creative
Good vocabulary/speak well
Aptitude for selling

Sample Career Titles:

Account Representative
Advertising Executive
Advertising Manager
Advertising Space
Salesperson
Art Director
Assistant Buyer
Automotive Sales worker
Bank Officer
Brand Manager
Buyer
Circulation Manager
Claims Adjuster/Examiner
Commercial Artist
Comparison Shopper
Consultant
Consumer Affairs Specialist
Consumer Credit/Loan
Officer
Copywriter
Credit Manager
Credit/Loan Administrator
Customer Service Manager
Development Officer
Direct Mail Specialist
Direct Sales Person
Director of Marketing
Distribution Manager
District Sales Manager

Employment Agency
Director
Field Representative
Financial Planner
Franchise Specialist
Fundraiser
Government Administrator
Grant Writer
Human Resources
Manager
Import/Export Manager
Insurance Agent
International Marketer
Internet Marketing
Specialist
Inventory Control
Specialist
Lobbyist
Management Trainee
Manufacturer Sales
Representative
Market Representative
Market Research Analyst
Market Research
Interviewer
Marketing Field
Coordinator
Marketing Planner
Marketing Researcher
Media Buyer/Analyst
Merchandising Manager

Non-Profit Organization
Manager
Online Marketer
Package Designer
Packaging Specialist
Personnel Specialist
Pharmaceutical Sales Rep.
Product Analyst
Product Manager
Promotions Director
Property Manager
Public Relations Manager
Purchasing Agent
Real Estate Agent
Research Analyst
Retail Sales Worker
Retail Manager
Sales Agent
Sales Manager
Sales Promotion Manager
Sales Supervisor
Securities Sales Agent
Specialty Advertising
Distributor
Sports/Special Events
Executive
Store Manager
Telecommunications
Director
Travel Agent
Urban/Regional Planner

**Some careers may require further training and/or educational degree.

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