



What can I do with a major in... **MARKETING**

The Marketing major is designed to prepare students for careers in marketing management, product or brand management, sales and sales management, public relations, advertising, promotion, and marketing research.

What types of work are related to this degree?

Market research or analysis
Marketing specialist
Advertising or sales professional
Brand management
Buyer
Customer relations manager
Entrepreneur
Event planner
Consulting
Product planner or merchandiser
Public relations
Promotions manager
Store manager
Consumer behavior research
E-commerce
Integrated marketing communication

Who employs people with this degree?

Large, medium & small businesses
Department stores/retail establishments
Travel, tourism & hospitality businesses
Sports and entertainment industries
All service industries: banks, financial institutions, health care organizations
Non-profit organizations
Educational organizations
Ministries and para-church organizations
Internet based companies

Every business needs marketing!

More information online at ONETonline.org

General Strategies for Success:

- Many entry-level positions for marketing majors involve some sort of sales. After gaining more experience, professionals can move into marketing management positions.
- Marketing is good preparation for graduate study in business. An MBA can open greater opportunities, particularly in areas of brand management and market research.
- Many marketing majors seek positions in advertising, public relations, sport management, and entertainment. Such positions are often difficult to obtain and require breaking in at the bottom level. Seek internships or other relevant experiences in these fields, even if unpaid.
- Gain as much relevant experience as possible through internships or summer and part-time jobs.
- Join the American Marketing Association student chapter and seek leadership roles.

Professional Associations:

American Marketing Association
Sales and Marketing Executives International
National Association of Sales Professionals

Business Marketing Association
Direct Marketing Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.