

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 Type 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 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 Executive 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 & Leadership Development or check out our online resources on our website or on myUNW, Career & Leadership Development tab.